

# LIFE

IN THIS ISSUE  
**GAMBLING IN THE U.S.**



**CHILDREN'S SAND STYLES**

**JUNE 19, 1950** **20** CENTS  
YEARLY SUBSCRIPTION **\$6.00**

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CANADA, \$6.50



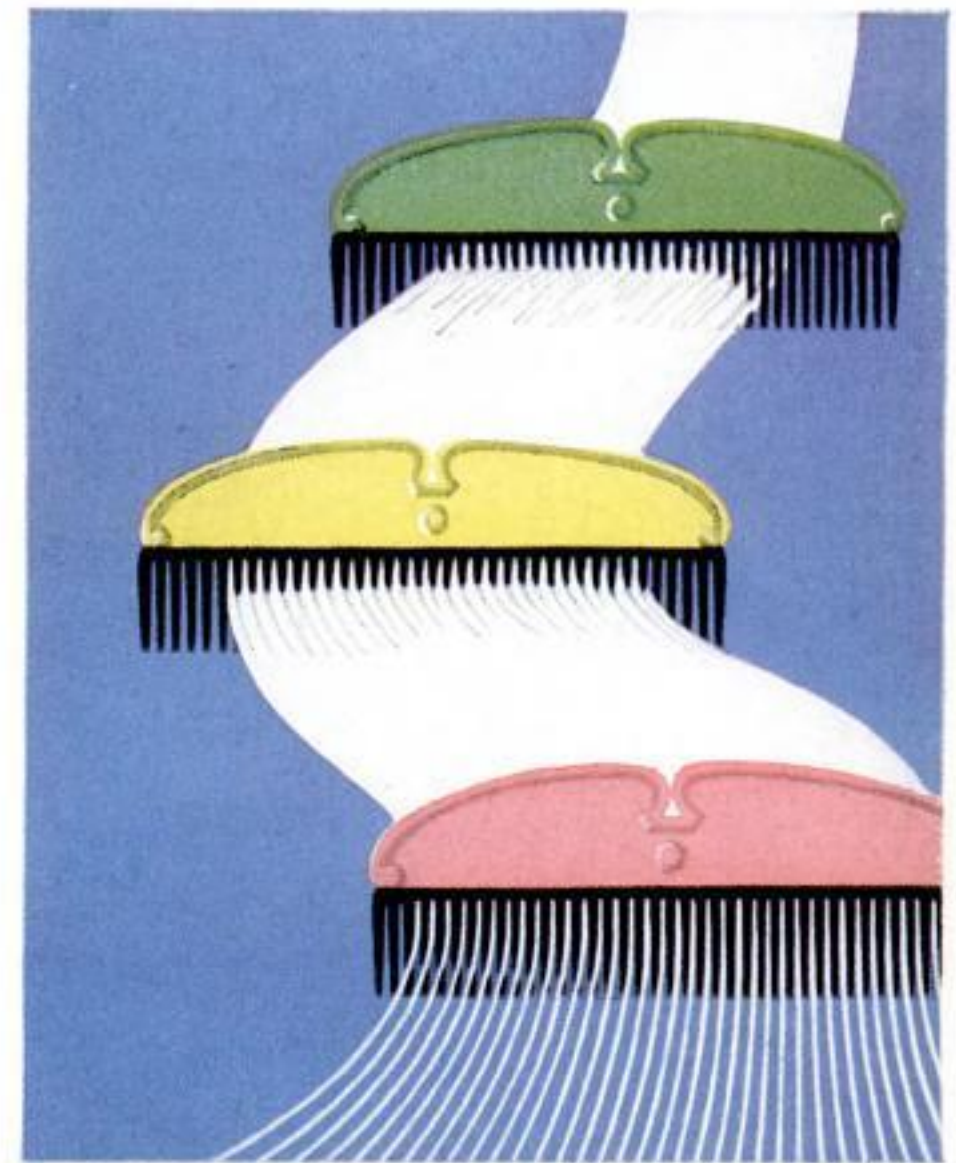
*If you had a million-how would you sleep?*



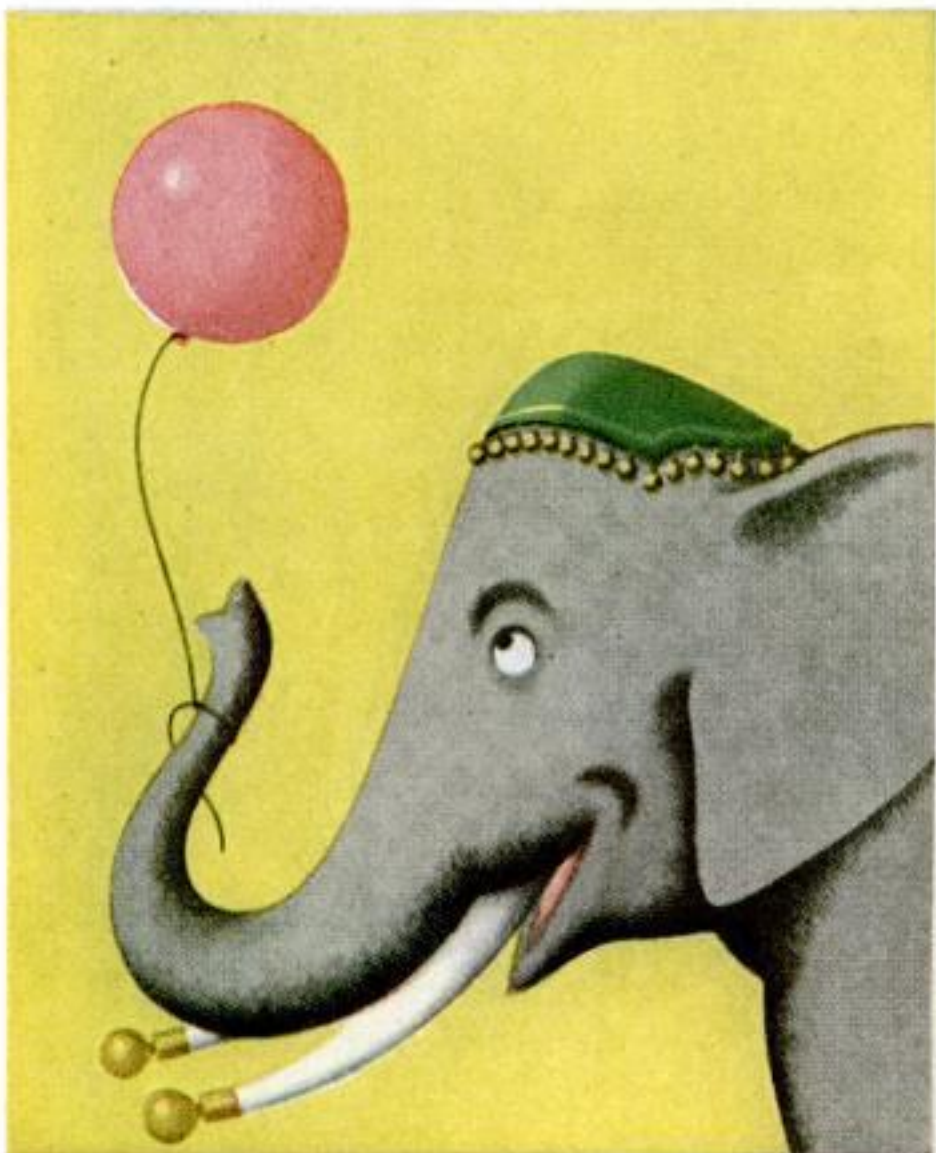
Your **CANNON GIRL** says: Heiresses and queens couldn't sleep more luxuriously than you will - on Cannon Combspun Percale Sheets!



Talk about sweet sleeping! Sheets fresh, white, and dream-soft as a **BRIDE'S BOUQUET**-yet priced so gently they're today's best value!



Feel that smoothness! Cannon Percales are **COMBSPUN!** Fine American cotton is combed and combed till only the longest, sleekest fibers remain...



So you get a sheet that's **BALLOON-LIGHT** (for easier bedmaking and laundering); **ELEPHANT-STRONG** (for wonderful, wonderful wear).



And don't miss Cannon Combspun Percales in the heavenly new **WATER COLORS**-true pastels, soft and flattering. (These cost a little bit more.)



Compare prices, compare quality—your sheet-dollars buy more in luxury and service when you ask for **CANNON COMBSPUN PERCALES!**

*Cannon Combspun Percale Sheets*







You can be confident that you're keeping your mouth and breath more wholesome—sweeter and cleaner—when you guard against tooth decay and gum troubles *both*.

So don't risk halfway dental care. Depend on *doubly-effective* Ipana care for healthier teeth, healthier gums—better all-around protection for your whole mouth.

# Keep your Whole Mouth Wholesome!



**"I have confidence in Ipana—  
Bristol-Myers makes it,"**

*says Bobbie Snow of Woodside, N. Y.*

Bristol-Myers, makers of Ipana Tooth Paste, have worked with leading dental authorities for many years on scientific studies of the teeth and gums. You can use Ipana with complete confidence that it provides effective care for teeth and gums *both*. It's another reliable Bristol-Myers product.

**Fight tooth decay and gum troubles with the  
one leading tooth paste specially designed to do both!\***

You want to have a healthier, more wholesome mouth, of course. You *can*—if you follow dentists' advice: fight *gum troubles* as well as tooth decay.

With one famous tooth paste—\*with Ipana and massage—you can guard your teeth and gums **BOTH**.

For no other dentifrice has been proved more effective than Ipana in fighting tooth decay. And no other lead-

ing tooth paste is specially designed to stimulate gum circulation—promote healthier gums.

Remember, Ipana is the only leading tooth paste made especially to give you this doubly-protective, doubly-effective care.

So start using Ipana for *double* protection—to help keep your whole mouth wholesome. You'll enjoy that wholesome, refreshing Ipana flavor, too. Get a tube of Ipana Tooth Paste today.

**NEW!**  
Big economy size Ipana  
saves you up to 23¢



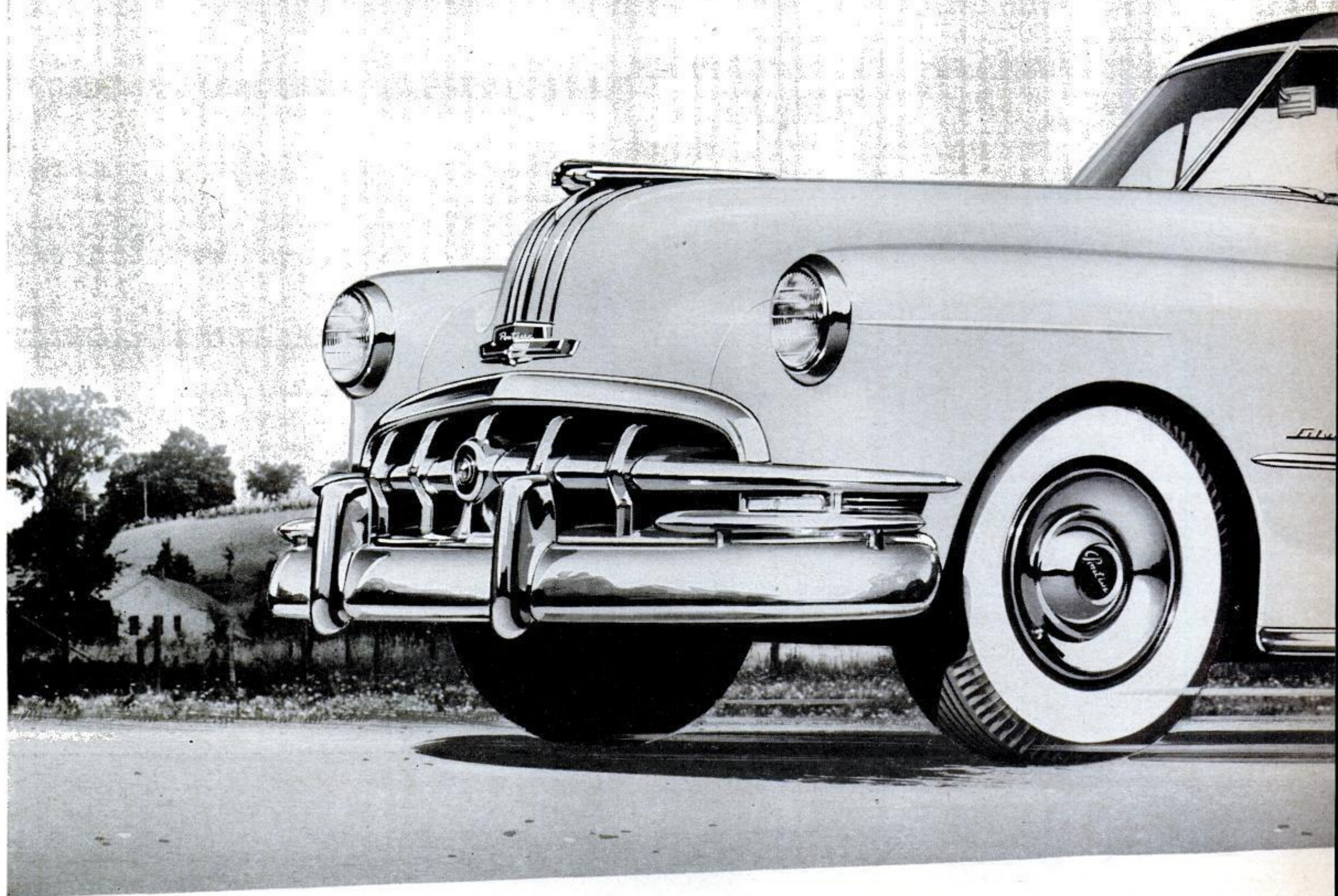
## IPANA

**For healthier teeth, healthier gums**





# *Dollar for Dollar—you can't*



## **The Least you can pay for**



A great many new cars *cost more* than a Pontiac—many of them a great deal more—but no car, at any price, offers more *all-around goodness*!

This is no accident. Pontiac is built with one idea in mind—to give you the finest automobile that can be produced within the practical limits of the average new car budget.

It will pay you to look carefully at the new Pontiacs with

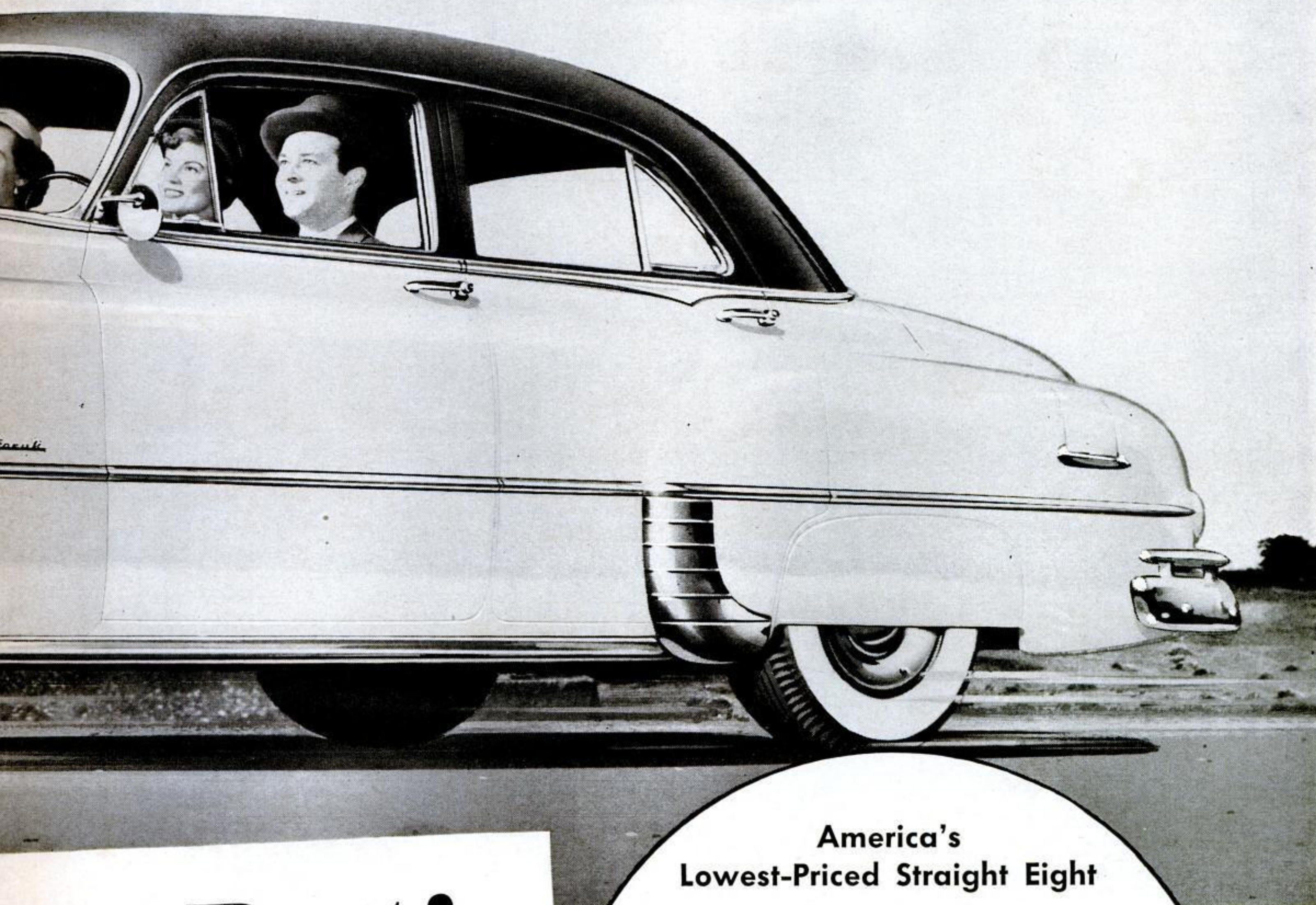
that idea in mind. You will find that Pontiac is a *big* car—roomy and comfortable, a car to relax in. You will find, too, that Pontiac is one of the very few cars which is *truly distinctive* in its beauty.

Once behind the wheel of a Pontiac you will discover that its performance, too, is extraordinary. Pontiac is a powerful car, a smooth, effortless car to drive—a car that

**PONTIAC MOTOR DIVISION OF GENERAL MOTORS**



# *beat a* **PONTIAC!**



## **the Best!**

responds to your every driving need instantly and easily. Nothing short of ownership, however, will give you an idea of Pontiac's *real economy*—of Pontiac's amazing dependability, month after month, year after year.

Naturally you want the best. And, naturally, you want to pay the lowest possible price. Then, naturally, this is your car—for *dollar for dollar*—you can't beat a Pontiac!

**CORPORATION**

**America's  
Lowest-Priced Straight Eight**

**Lowest-Priced Car  
with GM Hydra-Matic Drive**  
Optional on all models at extra cost.

**Power-Packed Silver Streak Engines—  
Choice of Six or Eight**

**World Renowned Road Record  
for Economy and Long Life**

**The Most Beautiful  
Thing on Wheels**





*Business competition ...*



*produces ideas ...*



*that get results.*



*From competition*



*in oil research ... have come 1200 oil products ... for your comfort and convenience.*

**Y**OU'RE ALWAYS AT YOUR BEST when you're competing with someone. Yes, rivalry spurs us all on to greater and greater efforts.

Competition works the same way in the oil business. From modern rocket fuels to rust preventives, every one of the 1200 products developed by the oil industry was born out of rivalry and brought up on competition.

Today, you're getting the world's finest fuels, lubricants and gasolines—at the world's lowest prices—because many thousands of individual oil

firms of all sizes are competing with rivals to earn *your* approval, win *your* business. Competition spurs each firm on: to discover more oil; deliver it faster, cheaper; develop more and better oil products; improve service—right from the oil wells to your neighborhood service station.

For an individual or an industry, freedom to compete means freedom to progress.

Constant competition in oil is *your* guarantee of progress in this important American industry—progress for *you*.

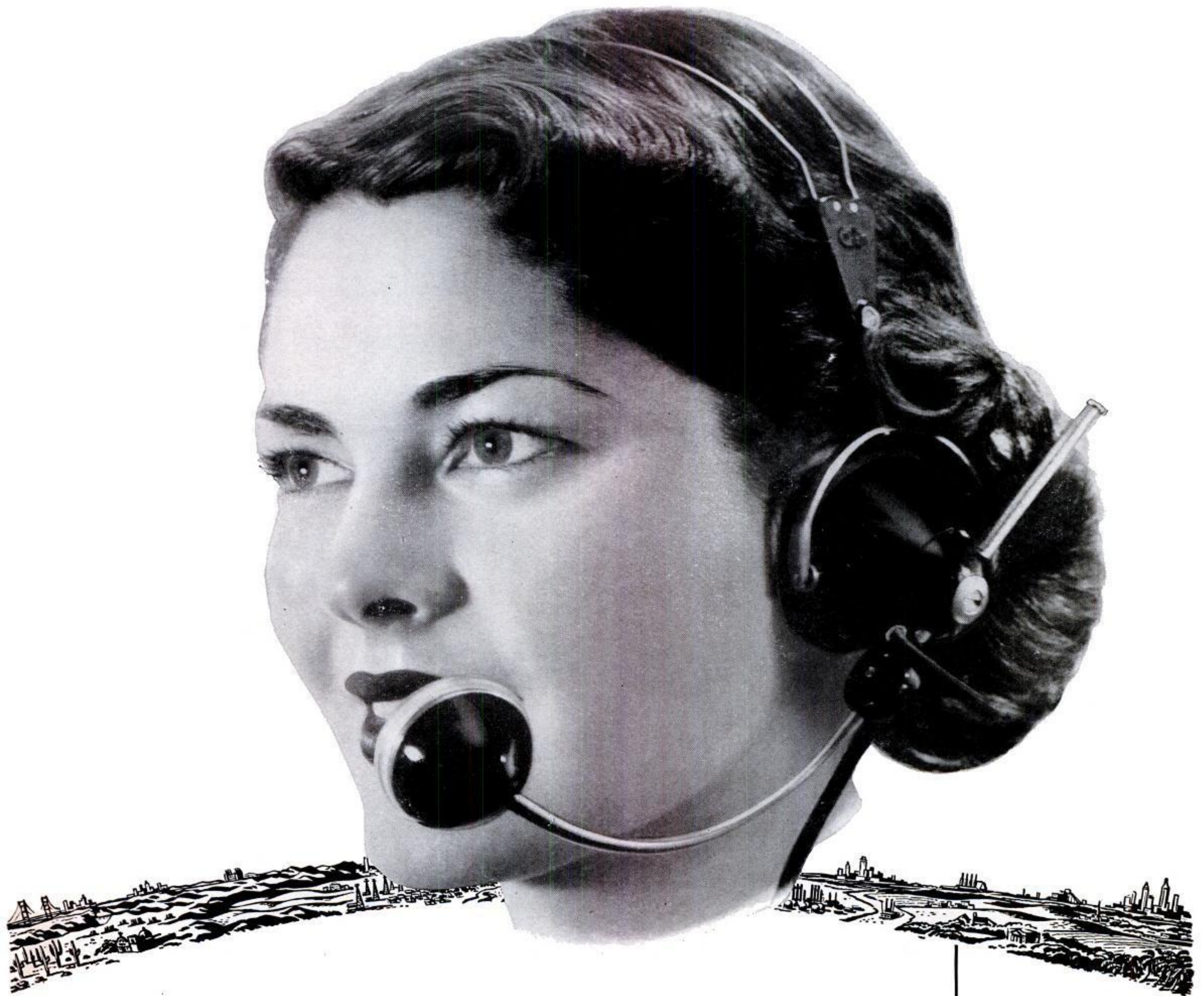
*Thousands of oil companies mean competition ...  
competition means progress ...  
progress means better living for everyone*



Oil Industry Information Committee, 50 West 50th St., New York



# She makes us a nation of **neighbors**



New homes go up all over the map. New families form. More and more people want to keep in touch. And your Long Distance telephone operator keeps right on tying all these varied voices together.

At her finger tips, she has a nationwide web of wires, cables and switchboards. In little more than a minute, she can take you to visit friends in Miami or Minneapolis

or to do business in Seattle or Syracuse.

Every Long Distance call is personal and made to your order with quiet courtesy. Every call is handled as if the whole Bell System had been built just for you.

Fast, clear and constantly improving Long Distance service helps keep this big, busy country a nation of neighbors. And it does this at remarkably low cost to the user.

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TELEPHONE  
SYSTEM**

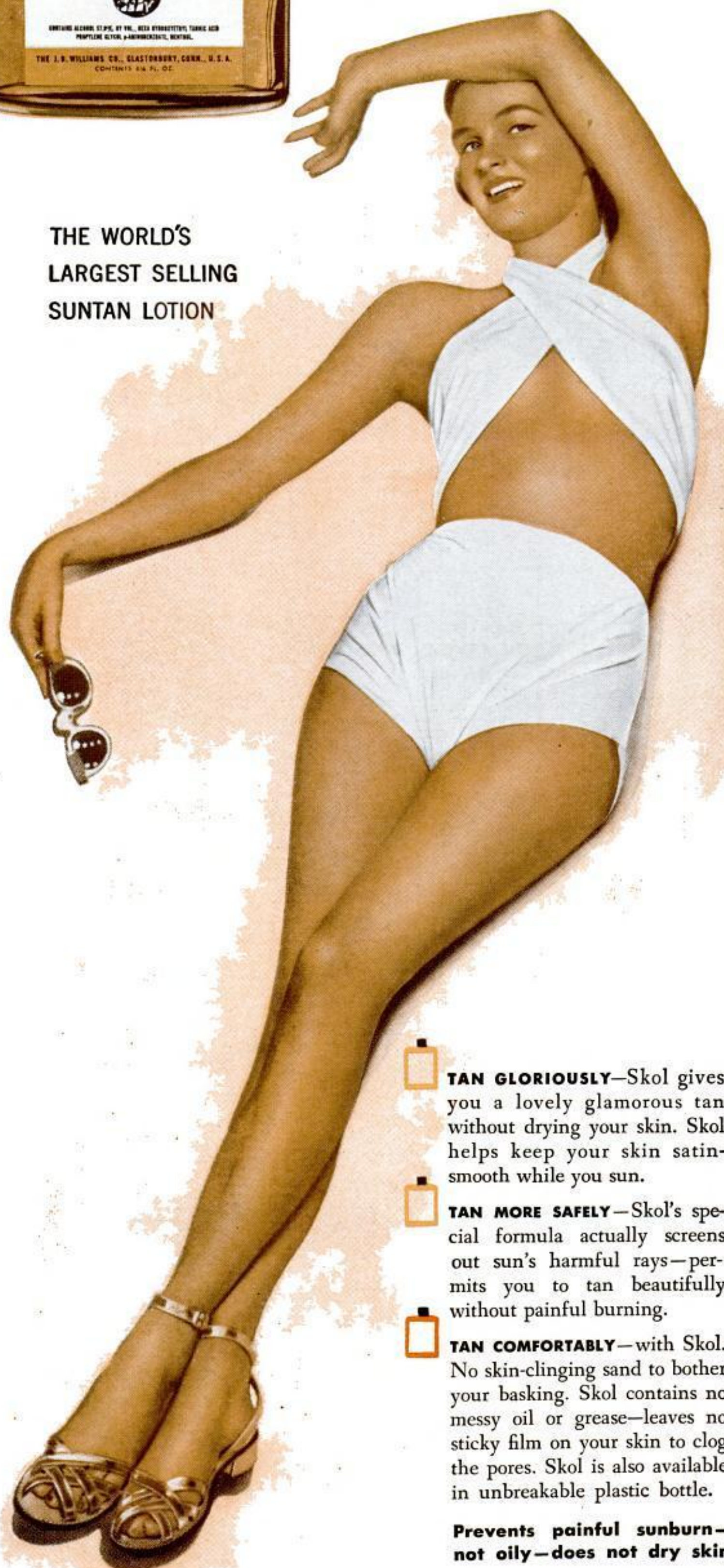






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SUNTAN LOTION



**TAN GLORIOUSLY**—Skol gives you a lovely glamorous tan without drying your skin. Skol helps keep your skin satin-smooth while you sun.

**TAN MORE SAFELY**—Skol's special formula actually screens out sun's harmful rays—permits you to tan beautifully without painful burning.

**TAN COMFORTABLY**—with Skol. No skin-clinging sand to bother your basking. Skol contains no messy oil or grease—leaves no sticky film on your skin to clog the pores. Skol is also available in unbreakable plastic bottle.

**Prevents painful sunburn—  
not oily—does not dry skin**

## LETTERS TO THE EDITORS

### SNAKES

Sirs:

Why, oh, why did you have to include those four repulsive pages on snakes ("American Snakes," LIFE, May 29) in an otherwise good issue?

After taking one look, I nearly fainted and screamed for my husband who came to the rescue with a pair of scissors—and snipped out the snake pages.

I am simply frightened to death of LIFE—for fear you will print some more one of these days.

MRS. ROBERT OVERAKER

Wichita, Kan.

Sirs:

As a man who has witnessed the effects of a diamondback rattlesnake's bite on my own brother, I think the drawings by Artist Bevans were beautiful but spine-chilling. I've been struck through a boot top myself twice . . .

WILLIAM HOPSON

Tucson, Ariz.

Sirs:

Those reptiles you spring unannounced are just too much of a shock—but don't delete them; some people probably think they're wonderful. But how about a little warning at the bottom of every pre-snake page? Something simple but graphic like "Brace yourself, snake ahead" in large letters.

You have no idea how much nervous strain you'd save readers like myself who fall into a coma at the sight of an anguorm.

MARTHA M. HEISS

Pittsburgh, Pa.

Sirs:

Thank you for your article on American snakes. The coverage and reproductions were excellent. I think you should devote a complete issue to these wonderful beasts. . . .

HAGUE L. LINDSAY JR.

Austin, Texas

Sirs:

This is Brenda and Terry Williams of St. Petersburg, Fla.

Little Brenda, who is just 4 years old, has handled snakes since she was 18 months old and Terry since he was 2½ years. The children love snakes and eventually will take the studying and handling of them as seriously as their dad, a postman who spends his spare time as a herpetologist.

MAURICE LAUMAILLET

St. Petersburg, Fla.



TERRY AND BRENDA WILLIAMS

### SOUTH AMBOY

Sirs:

The people of South Amboy are resentful of your choice of words—"grubby little factory city"—used to describe our city ("The South Amboy Clock Stops at 7:26," LIFE, May 29). At the time you presented your-

self in our midst we were not expecting guests. . . .

JEAN L. PETERSON

South Amboy, N.J.

Sirs:

. . . It may not be the most beautiful in all the world—but it is our city and we love it very much.

ELLA M. STRATTON

South Amboy, N.J.

### FLICKERTAIL FOLLIES

Sirs:

Now that we have had a look at the Pi Beta Phi's backs ("LIFE Goes to the Flickertail Follies," May 29), how about one from the front.

ALEX ROWLEY

Lethbridge, Alberta  
Canada



● Here they are.—ED.

CONTINUED ON PAGE 8

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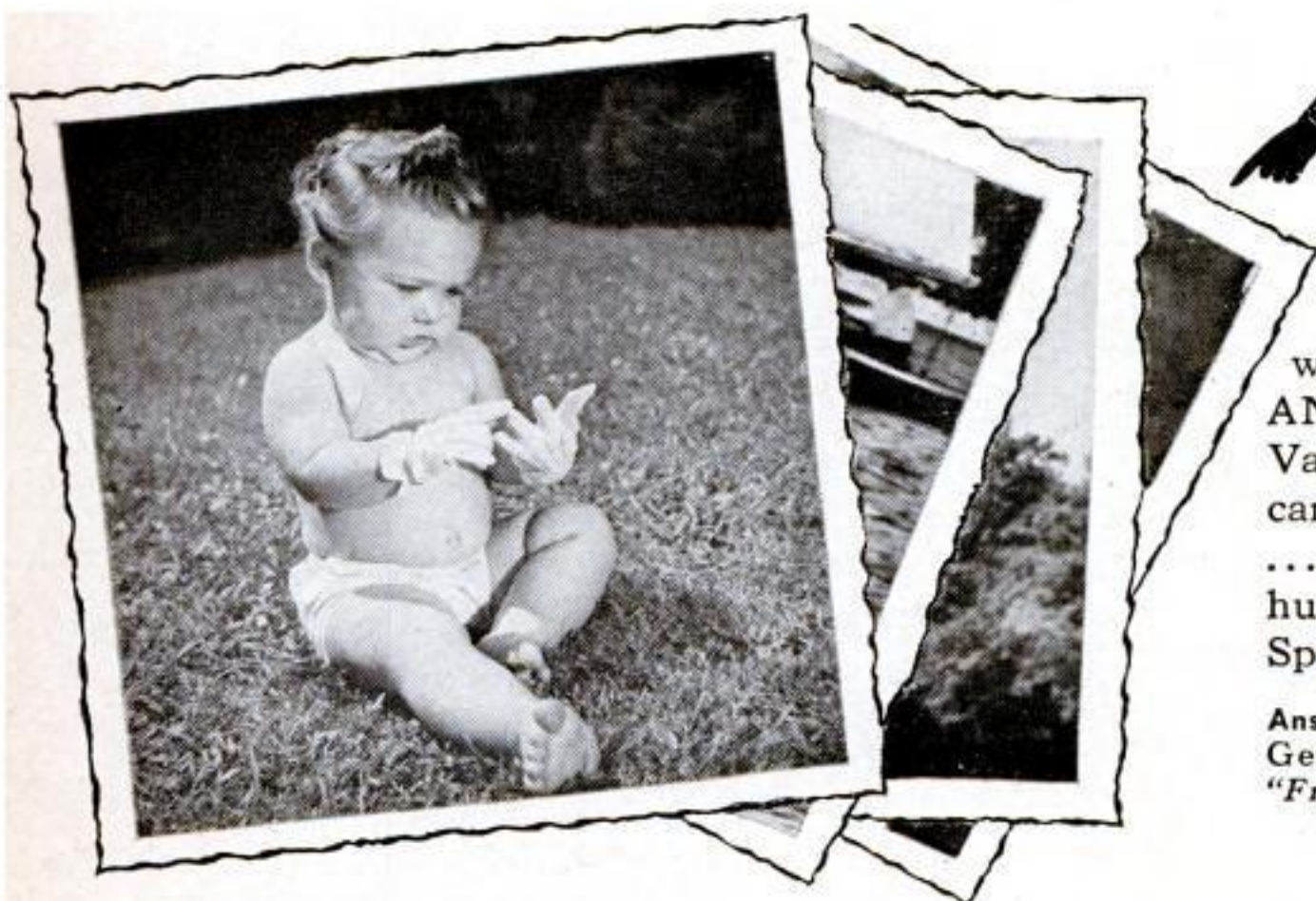
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- ★ Brilliant reflex-type finder centrally located above lens shows what you'll get, eliminates parallax at normal distance.
- ★ Plastic body in black and ivory, red shutter release button, Lucite winding knob. Easy to load and use.
- ★ Sharp, big pictures make beautiful album prints. 12 exposures on standard #620 roll.



Insist on the  
Red and Blue box

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**Includes Electric Grinder at no Extra Cost**



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Full-powered motor. Multispeed control. Portable mixing head. AC or DC current. Attractive. Easy to store and clean. Attachments shown at no extra cost.

The Famous Model 4200 Food-Fixer Grinder—Juicer—Mixer—All-in-One Complete Unit—Only \$39.95\* Guaranteed



All these Dormeyer attachments are included at no extra cost. Grinder and pestle, juicer and strainer, two beaters, two mixing bowls, juicer bowl.

Dormeyer Mixers are the smart buyers' first choice, because Dormeyer gives you more value at less cost. 10 recipe-tested speeds, automatic beater release, portable mixing, easy bowl adjustment, roll-away draining, rich kitchen-color harmony, are only a few of the wonderful Dormeyer Features. Get Dormeyer and get the most for your mixer money.

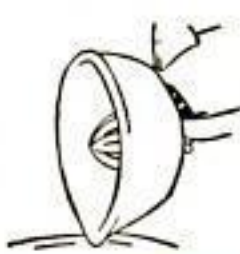
**FOR JUNE BRIDES**  
Give Dormeyer, the Ideal Gift

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**IT'S A GRINDER**

Ready-to-grind in seconds! Grinder quickly slips into Dormeyer's built-in Power Drive. Grinds raw or cooked meats and vegetables.



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All-purpose, full-powered, completely capable. Light, easy to use. 3 recipe-tested speeds, 110-120 volt, AC-DC motor. Two beaters. Fits in a drawer or hangs on wall. Wall bracket included.



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## LETTERS TO THE EDITORS

—CONTINUED—

### STONE FACE

Sirs:

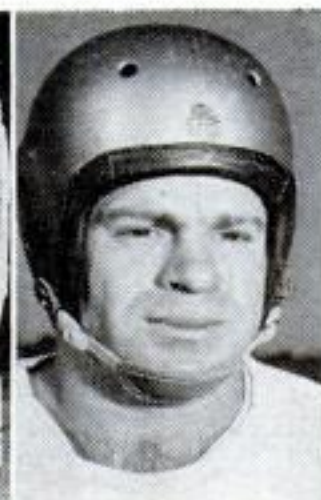
Having just seen some pictures of the Notre Dame-S.M.U. game last year, I suggest the pre-Aztec character ("Pre-Aztec Stone Face," LIFE, May 29) be nicknamed Sitko after Notre Dame's 1949 fullback.

DWIGHT HANAWALT

Nashville, Tenn.



STONE FACE



SITKO

### AUTO RACE

Sirs:

In your article about the 2,200-mile Pan American Highway race (Speaking of Pictures, LIFE, May 29), you stated that American cars came in one, two, three, but you neglected to give the makes of the cars that finished second and third. What were they?

WALT PRUITT  
ODIE FISHER

New Boston, Ohio

●A 1950 Cadillac, a 1950 Nash.—ED.

### POMP AND POLITICS

Sirs:

Your article on the Chicago conference ("Pomp and Politics," LIFE, May 29) stated that the chartered plane which arrived in Chicago May 14, carrying the Vice President and other V.I.P.s, was not met by anyone. This is totally in error.

It was my responsibility to organize and accompany the chartered plane to Chicago and return, and for your information the plane was met by the following people: Phillip English, representing Mayor Martin Kennelly's office, City Hall; John M. Redding, director of publicity, Democratic Na-

CONTINUED ON PAGE 11



*A waltz contestant from Columbus*



*Continually broke into rumbas*



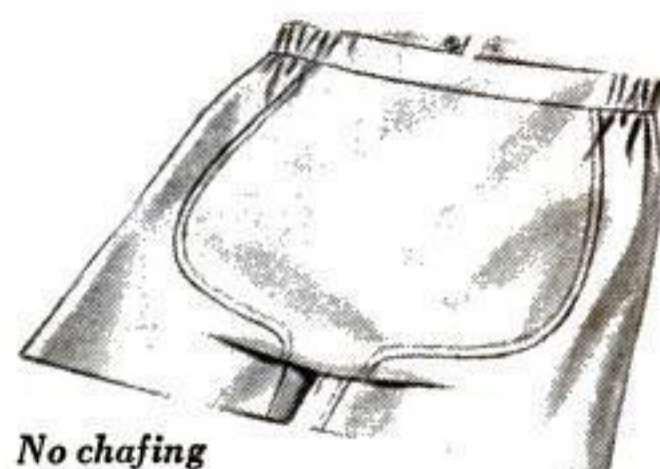
*"Arrow Shorts," said a judge,*



*"Will get rid of that nudge."*



*They are very popular numbahs."*



No chafing center seam

Five models: all-elastic waistband...elastic waistband with Gripper fasteners...elastic or tie sides...adjustable back with buttons or Gripper fasteners. Sanforized-labeled. By the makers of Arrow Shirts, Ties, Sports Shirts, Handkerchiefs.

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## "Gee. We're Walking Down The Aisle Again!"

June, the traditional month of brides, is a happy time at A&P. For, thanks to countless brides of *many* Junes, A&P has become a tradition, too. Seeing newlyweds in the aisles of A&P Super Markets always makes us proud of our part in helping make America's dreams come true.

Each generation of new homemakers wants more of the better things of life . . . and they

look to A&P to do its share in providing them. Often this calls for new ideas, new and better items, more efficient storekeeping. And in providing more and better food for more people *for less money*, your A&P has prospered and grown, also.

Have you visited your A&P Super Market lately? You'll enjoy the new free-wheeling

baskets that are roomier . . . the more convenient arrangement of food stocks . . . the ever improving check-out system. Best of all, you'll like the "Right-in-Sight" pricing of every item, *right on the package* as well as on the shelf! And you'll surely notice that all prices are mighty reasonable, too. Not just for June brides, either . . . but for *everyone*!



### HOW TO SHOP ON A BRIDE'S BUDGET

Naturally, you want to shop where you get the most for your money. At A&P, when you spend a dollar, less than 1½¢ is A&P's profit. In pioneering this less costly method of food distribution, A&P has helped many a bride . . . and groom!



### SAVE YOUR MONEY—GET FINE, FRESH COFFEE!

Experts agree fresh coffee is better coffee. And A&P Coffee is *really* fresh . . . freshly roasted . . . freshly ground to your order. That's why a practical, *inexpensive* paper bag is all that's needed to guard A&P Coffee flavor. Folks like that saving!



### GROWING! GROWN! GOOD!

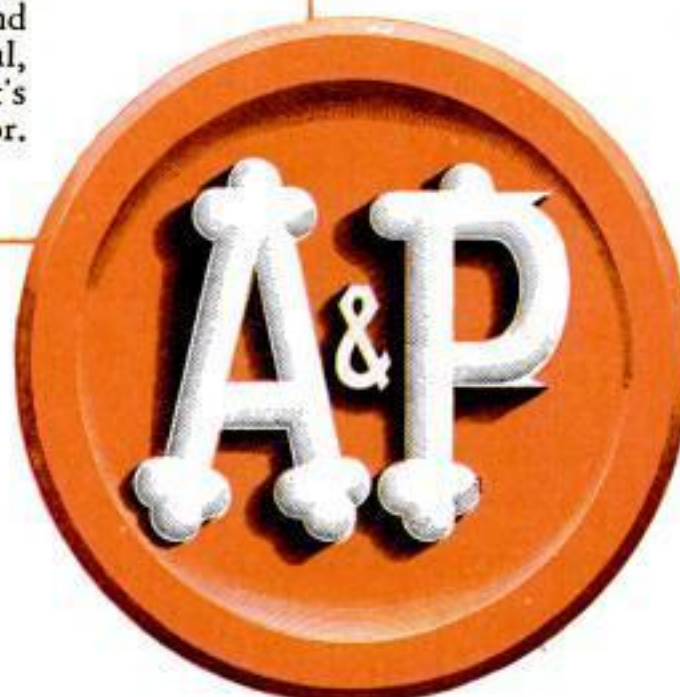
That's the way it is with our fresh fruits and vegetables. A&P buyers snap up pick-of-the-crop items . . . often where they grow. They're whisked direct to A&P for your selection. This quicker handling gives you real savings—and your family enjoys peak-of-perfection goodness!



### Customers' Corner

What do you think of the service in the meat department? Are items you want always in stock? Are your purchases neatly packaged? If you have any complaints or suggestions, please let us know. Help us to help you shop easier. Write:

Customer Relations Dept., A&P FOOD STORES  
Graybar Building, New York 17, N. Y.



## SUPER MARKETS

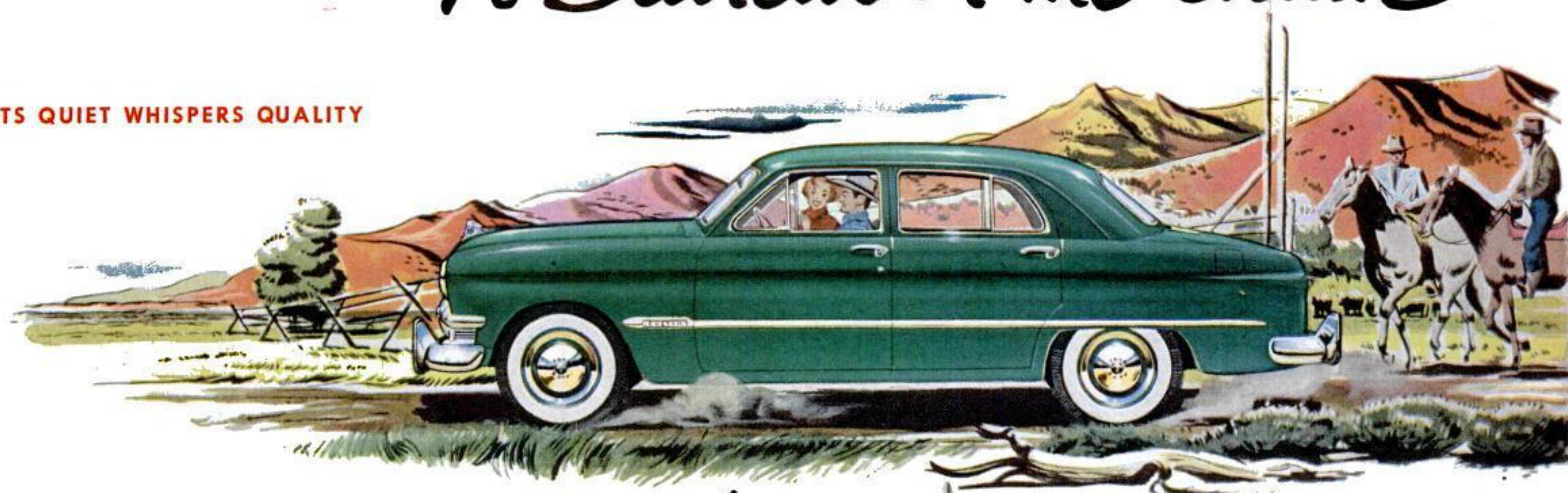




TWICE AWARDED THE FASHION ACADEMY GOLD MEDAL

# *A Beauty on the boulevard A Bearcat in the brush*

ITS QUIET WHISPERS QUALITY



One look will show you why New York's famed Fashion Academy has chosen Ford as "Fashion Car of the Year" for the second year in a row.

"Test Drive" it and you'll know it's in a class by itself for performance—on back road or boulevard! You'll thrill to the "feel" of the 100 h.p. V-8 engine or its companion in quality, the 95 h.p. Six! And you can measure the economy, mile after mile, in dollars and cents! It's economical to purchase... economical to operate... economical to maintain... and it's high in resale value!

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*"Test Drive"*  
the '50 FORD



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Get Bromo-Seltzer at your drug store fountain or counter today. It's a product of the Emerson Drug Co. since 1887.



Don't wear dirty glasses

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ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

## LETTERS TO THE EDITORS

CONTINUED

tional Committee, and various newspaper people including photographers. There were 17 cars with police escort.

HELEN A. YOWELL

Democratic National Committee  
Washington, D.C.

• Miss Yowell's letter leaves the meaning of LIFE's statement unchanged—no ranking city or state official met the plane.—ED.

### YOUNG SOPRANO

Sirs:

I wish to thank you very much for the kind words you have about me in your beautiful magazine (Life Congratulates, LIFE, May 29). But I desire to inform you that it is not exact to say I have never had a formal singing lesson. I began studying voice and piano when I was 5. The teacher was my own father, a professor of cello and voice at the conservatory, and the lessons were more formal than had I been a stranger.

ANNA MARIA ALBERGHETTI

New York, N.Y.

### A KING'S STORY

Sirs:

The May 29 issue of LIFE contained 23 pages out of 100 devoted to the Duke of Windsor ("A King's Story"). Before that it was Churchill! Next, heaven knows what!

CHARLES E. CONNOR

Niagara Falls, N.Y.

Sirs:

Nothing in LIFE has stirred my heart so much as "A King's Story." I can hardly wait for the next issue so I may continue this remarkable and beautiful love story.

ISABELLE G. LICHTENSTEIN

Chicago, Ill.

Sirs:

The pleasure is mine admiring a man who sticks to his guns and throws a nation aside for an American beauty.

JAMES MURDOCH

North Hollywood, Calif.

Sirs:

I was looking through photographs I took last summer in Scotland and was amazed at the similarity in this photo (below) between myself and the Duke of Windsor. Don't you see a rather striking resemblance?

ALLEN C. BOURNE

Putney, Vt.



ALLEN C. BOURNE

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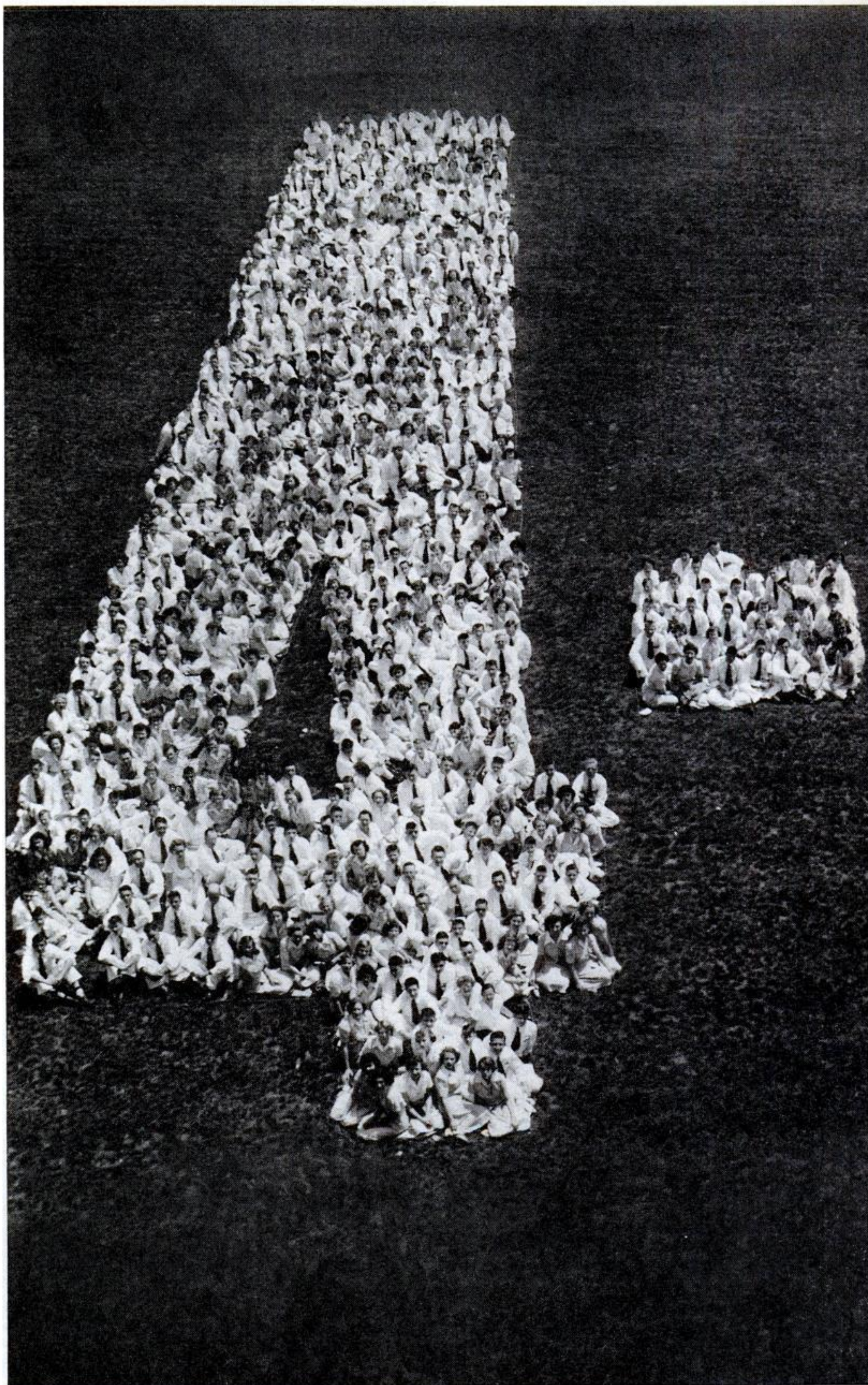
**1926 VERSION** was made by F. E. Colburn, who preceded Hanna as college photographer.



**IN TOWER** an assistant aligns camera, looking through the ground glass at Hanna below.



**ON FIELD** Hanna stakes out the picture pattern, cocks ear to hear instructions from tower.

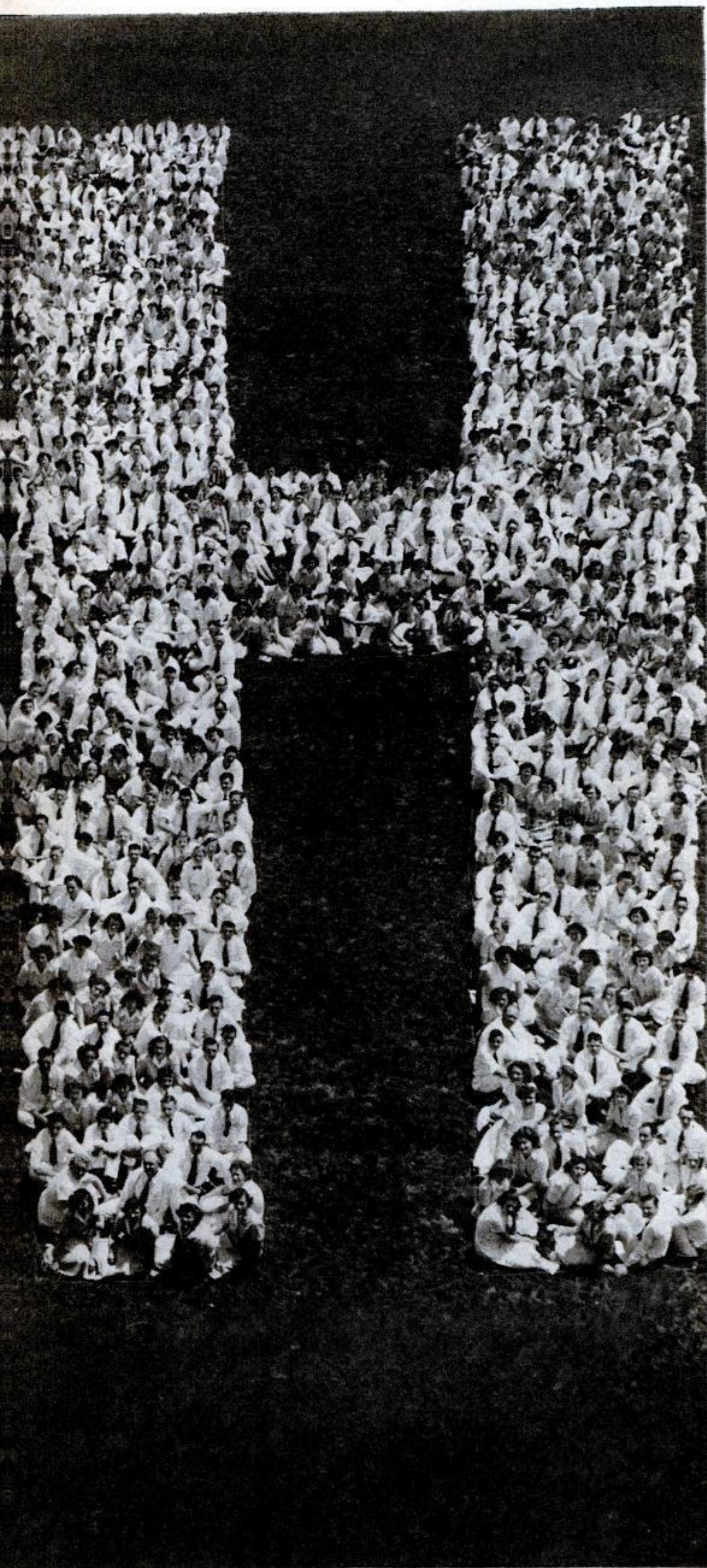


**1950 VERSION** contains 1,200 club members. Hanna solves perspective problem by putting more subjects in the background of the picture than in the foreground.

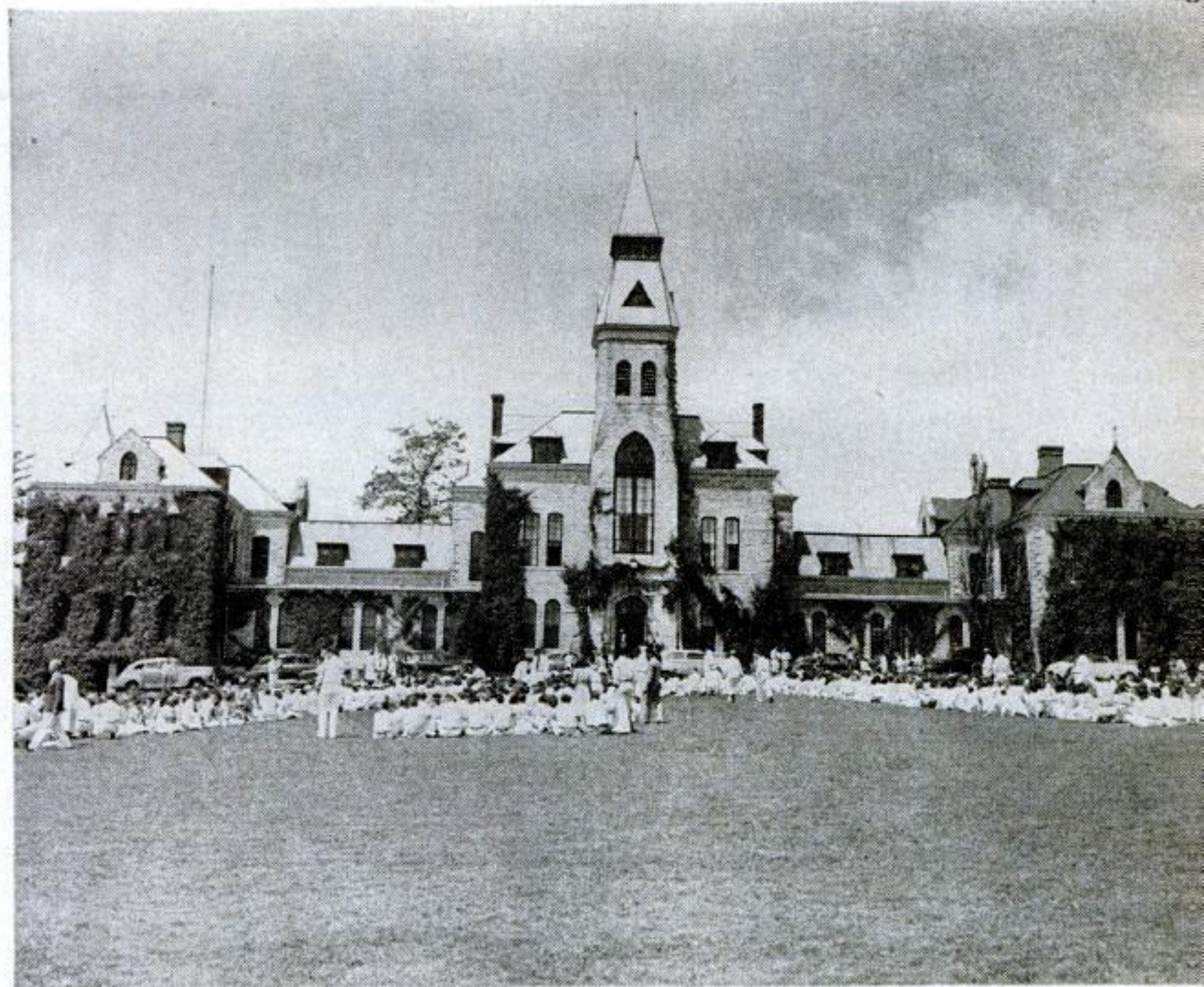
## SPEAKING OF PICTURES...

**Problem of distortion is solved to take 4-H photograph**





When 4-H Club members gather each year at Kansas State College for their annual roundup, they top off the affair by posing on the campus for a group picture. Not content with ordinary group photographs, Floyd J. Hanna, the college photographer, tries to arrange his youthful subjects into pleasing and appropriate patterns. Because Hanna takes his picture from a tower, he is faced with a complicated problem of perspective. He solves it, as these pictures show, by carefully distorting the pattern the group assumes in order to get an undistorted picture (*above*). After 17 years of making these annual photographs Hanna is also faced with the problem of finding new pattern ideas. This year, after racking his brain, he finally settled for the old familiar 4-H figure used way back in 1926.



**FROM GROUND** the 4-H Clubbers are seen massed in front of Anderson Hall, college's administration building. Camera is located in window of hall's tower.



**FROM AIR**, seen from point opposite the tower, the distortion of the pattern shows clearly. Road at top of this picture lies between tower and club members.



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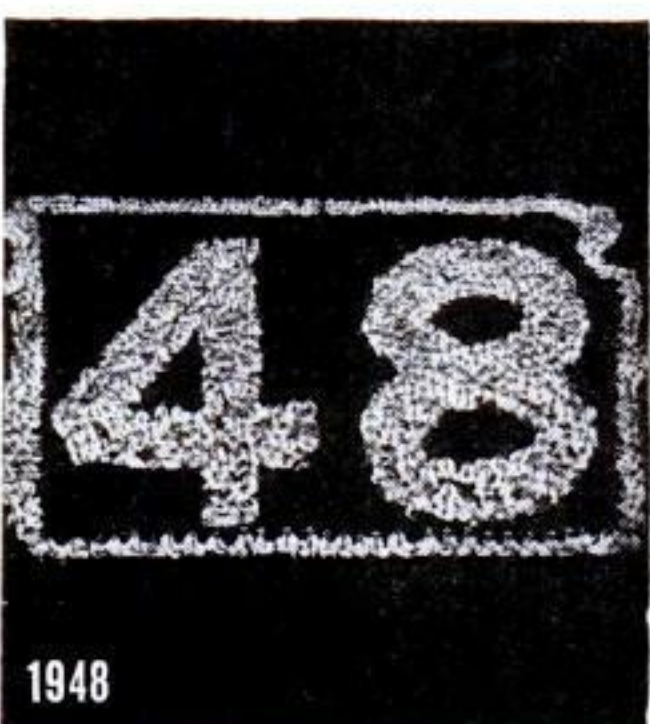
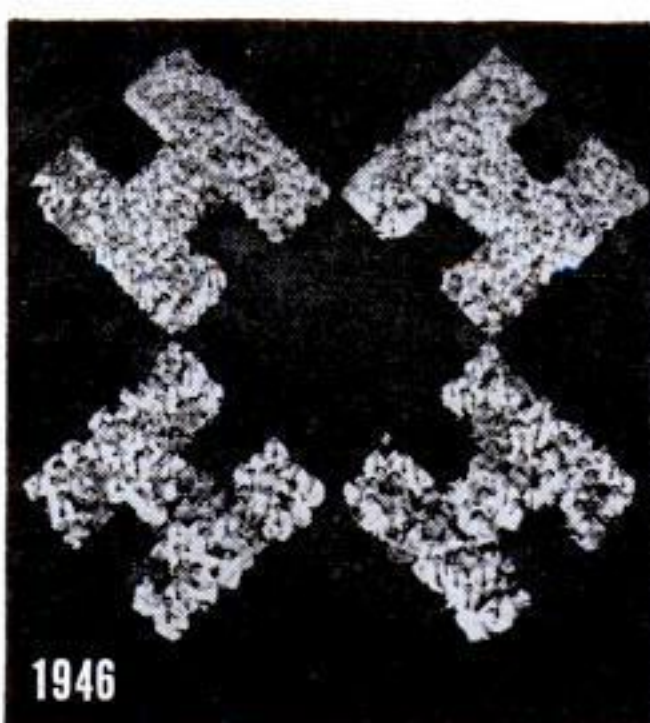
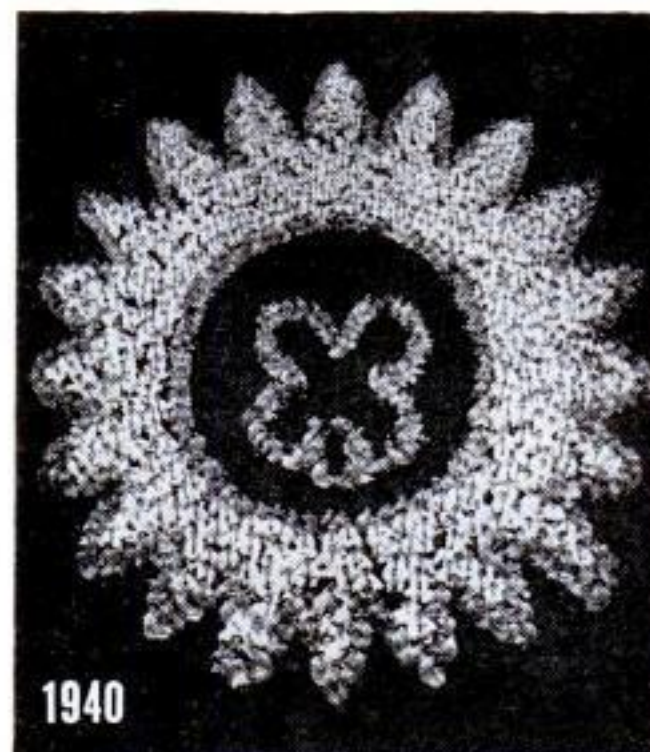
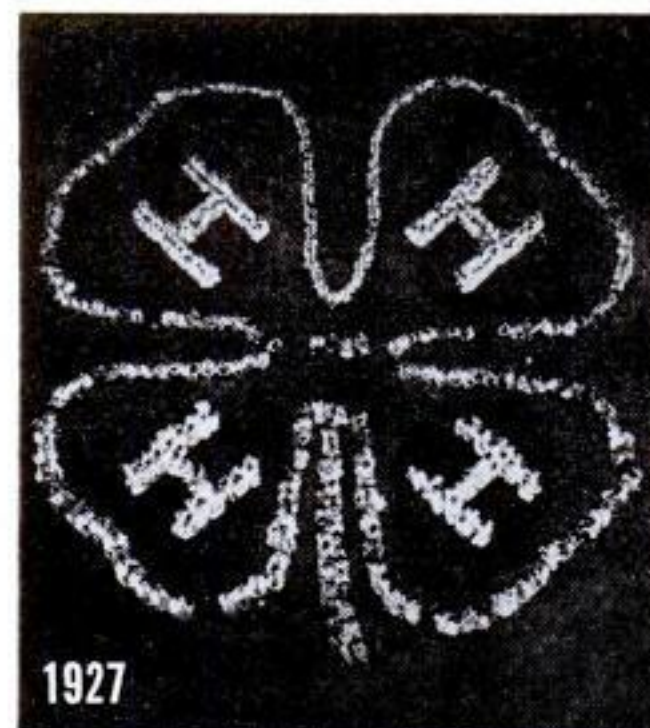


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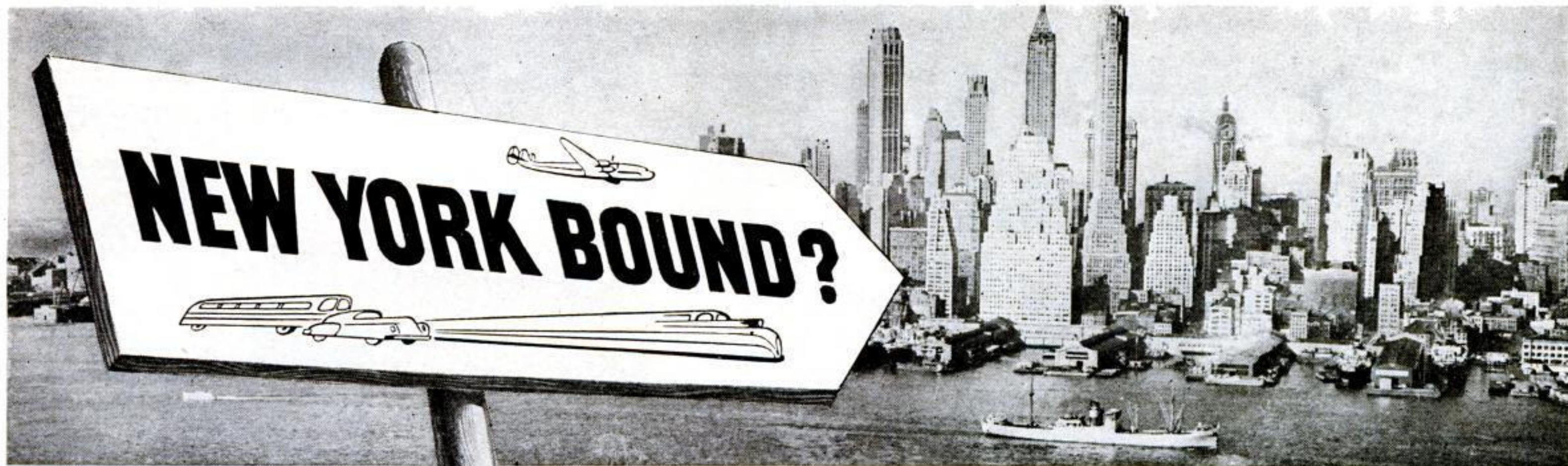
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4-H PHOTOGRAPHS CONTINUED

PATTERNS USED IN PAST:





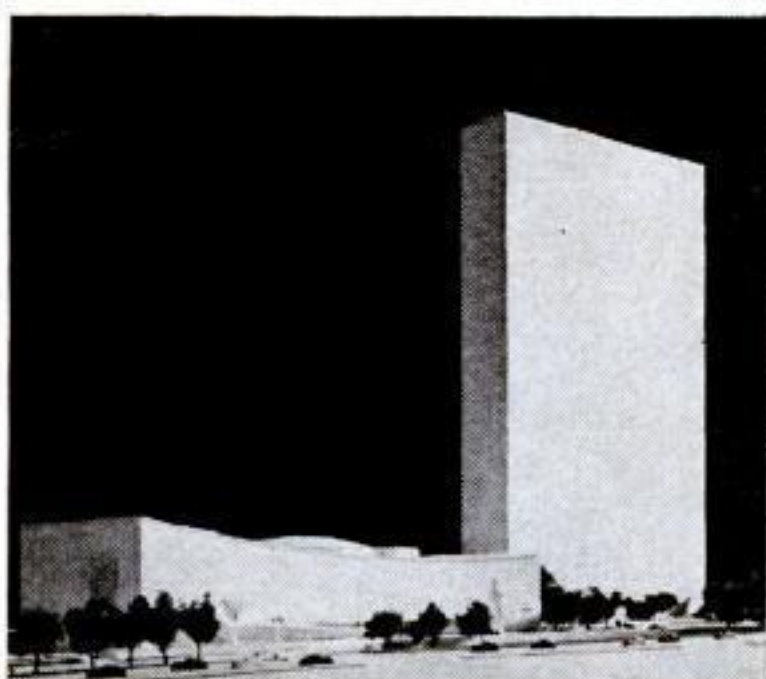


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# Saves 4 out of 10 Strokes

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**NEW! AMAZING!  
REVOLUTIONARY!**

Completely Out-  
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REPLACEMENT OR REFUND OF MONEY  
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Good Housekeeping  
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**TEN-DAY HOME TRIAL OFFER**—take this amazing new iron home and prove to yourself what it will do—**YOUR MONEY BACK** if not absolutely convinced it is the finest iron you ever owned.

### Can cut time and effort almost in half!

SCIENTIFICALLY DESIGNED for greatest ironing surface from the perfect circle, this revolutionary new Stroke-Sav'r Iron is streamlined to teardrop form for easy sweeping strokes in any direction.

New Wide Sloping Bevel glides under buttons, pleats and ruffles without interrupting stroke. New "extra-heat," cast-in lifetime tubular unit provides even heat edge-to-edge.

Also, the new balanced-grip handle with right and left thumb rests, Hand-I-Set Fabric Dial, extra-long 8 ft. cord and perfect 3 1/4 lb. weight makes it America's outstanding iron. Try the Stroke-Sav'r in your home for 10 days—convince yourself. If it doesn't cut ironing time almost in half—every penny of your money will be refunded.

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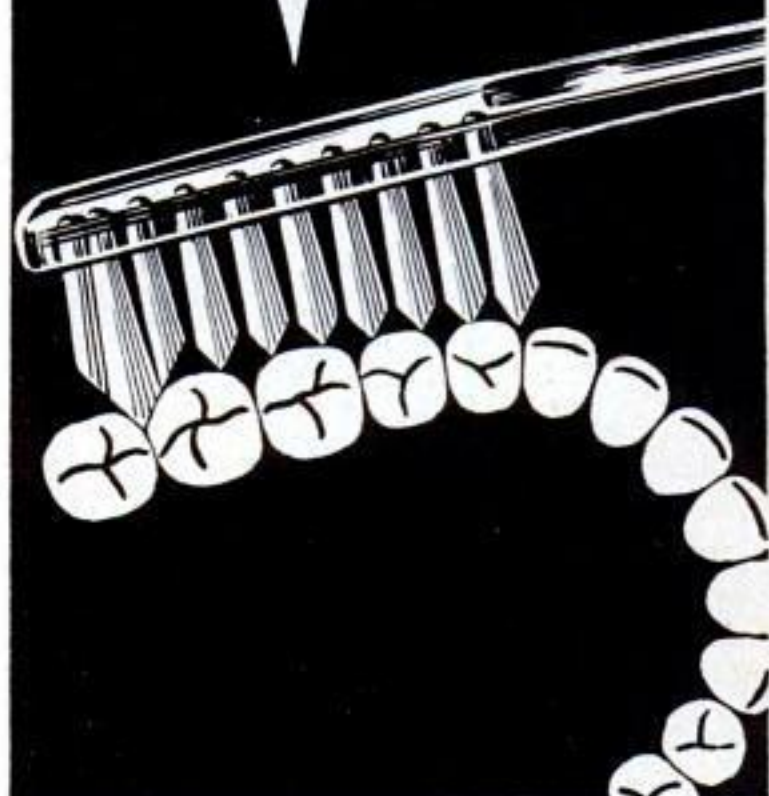
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## GET AFTER THE CAUSE OF TOOTH DECAY!

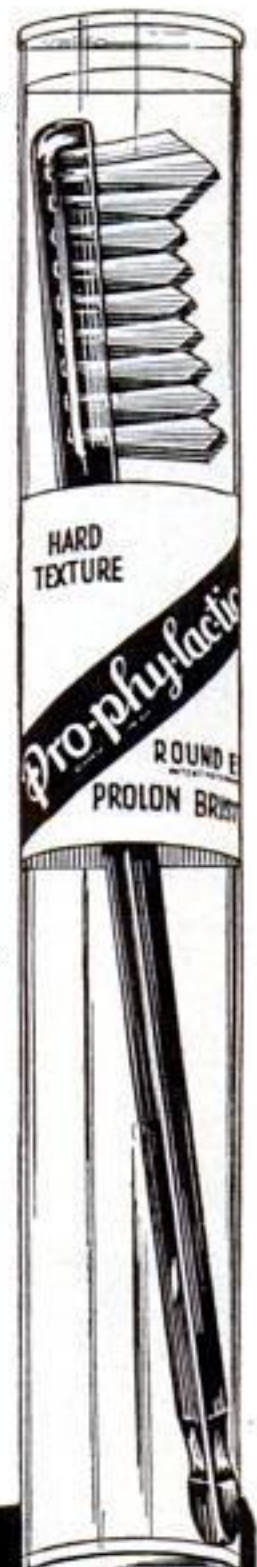


*This "PRO" tooth brush  
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teeth where food acids  
often start trouble!*

Stop tooth decay at its source with a Pro-phy-lac-tic "PRO" Tooth Brush! The scientific End-Tuft makes it easy to clean between back teeth where decay so often starts.

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50¢

## PRO-PHY-LAC-TIC

### "PRO" TOOTH BRUSHES



# Breakfast Quick is the trick

**Raspberries in ice!** Wash berries, drain almost dry. Sugar heavily. Chill overnight. Serve on cool, crunchy Rice Krispies. A luscious breakfast main dish—and pretty as a picture!

**No extra charge** for the fun of Rice Krispies—the rice cereal so crisp in milk it says, snap! crackle! pop! And—those sweet crackly pops are as rich in iron, niacin and vitamin B<sub>1</sub>, as whole brown rice!



**Morning at mountain resort.** "Riding, golf, tennis, the baths—make our guests interested in good breakfasts," says Frank Gray, maitre d'hotel of the New Greenbrier at White Sulphur Springs, West Va. "And Rice Krispies are a favorite. They are delicious—as crisp and fresh as our mountain mornings!"

**16-word dessert tip—**from Louise Lueder, well-known home economist: *Scoop ice cream into serving dishes. Trickle on chocolate sauce. Top generously with crunchy Rice Krispies.* Adds Louise, "This gets youngsters voting for Sundae-every-day!"



**"Be bright early, Miss Teen!"** says Betty Betz, columnist for young Americans. "Skipping breakfast leads to pre-noon sag. Soon you'll be having morning dates for tennis, swims, hikes. Pre-date with your favorite Kellogg cereal—perform like one sharp gal!"

**"A different cereal** every morning gets my children eating good-sized bowls. That's why VARIETY PACKAGE goes on my weekly shopping list!" says Mrs. John H. Stout of Lewisburg, Pa. Yes, everybody falls for VARIETY'S 10 happy choices of seven different favorites!

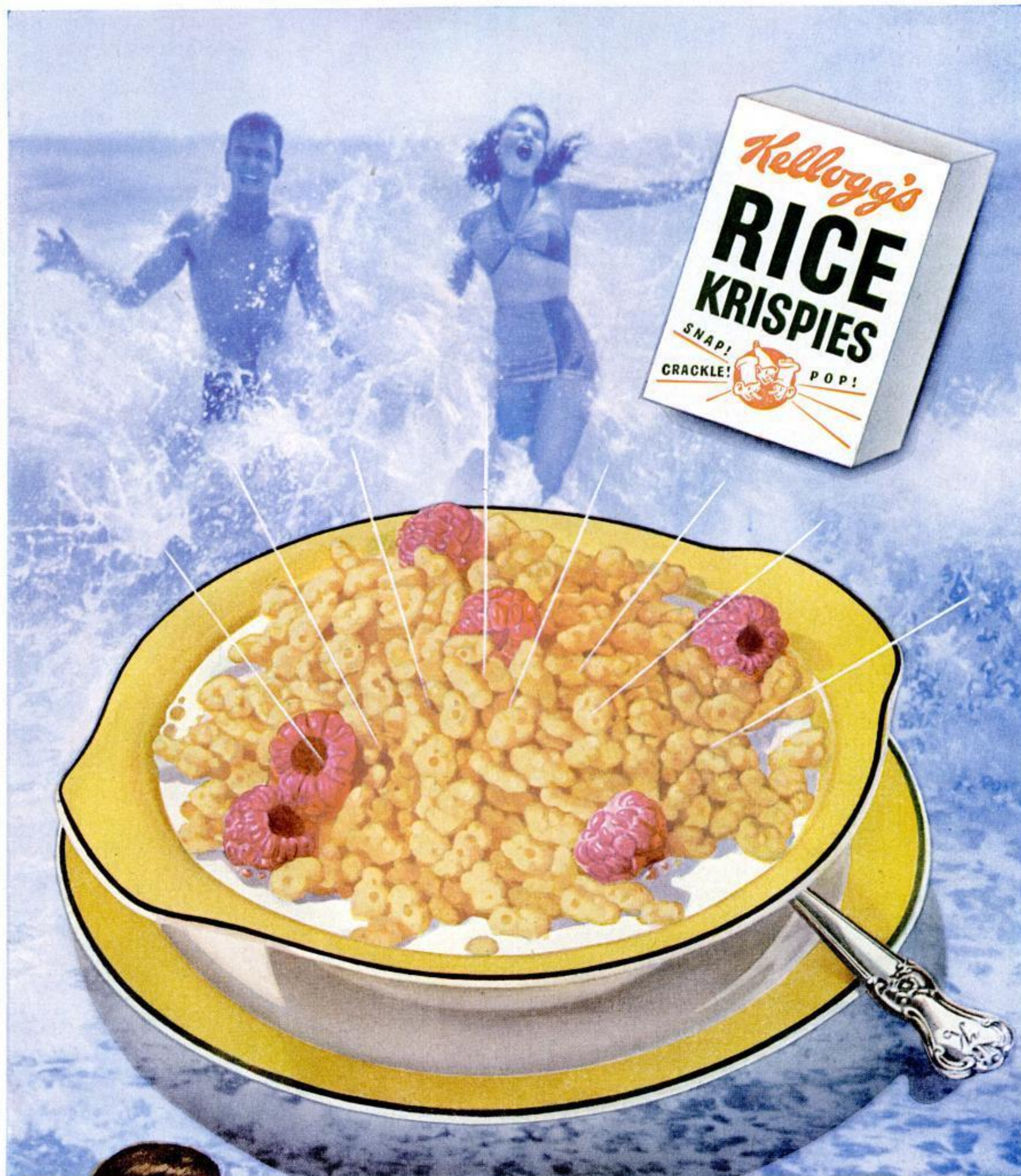


**Bride pleased:** "My initialed Kellogg's Signature teaspoons are stunning!" writes the new Mrs. H. E. Krauss of East Orange, N. J. See for yourself—the teaspoon shown in cereal bowl picture is Signature Pattern. Get 4—each with your own initial—for only 75¢ with white-star end from Kellogg's VARIETY. Full details on package. Old Company silver plate, made and guaranteed by Wm. Rogers Mfg. Co. of Meriden, Conn. With spoons, you get a wrapper illustrating the complete service and price list.

"Rice Krispies" is a trademark (Reg. U.S. Pat. Off.) of Kellogg Company for its oven-popped rice.

## WHY SIMMER THIS SUMMER?

A breakfast main dish of Kellogg's Rice Krispies—so cool, so crisp!



Man, how good!

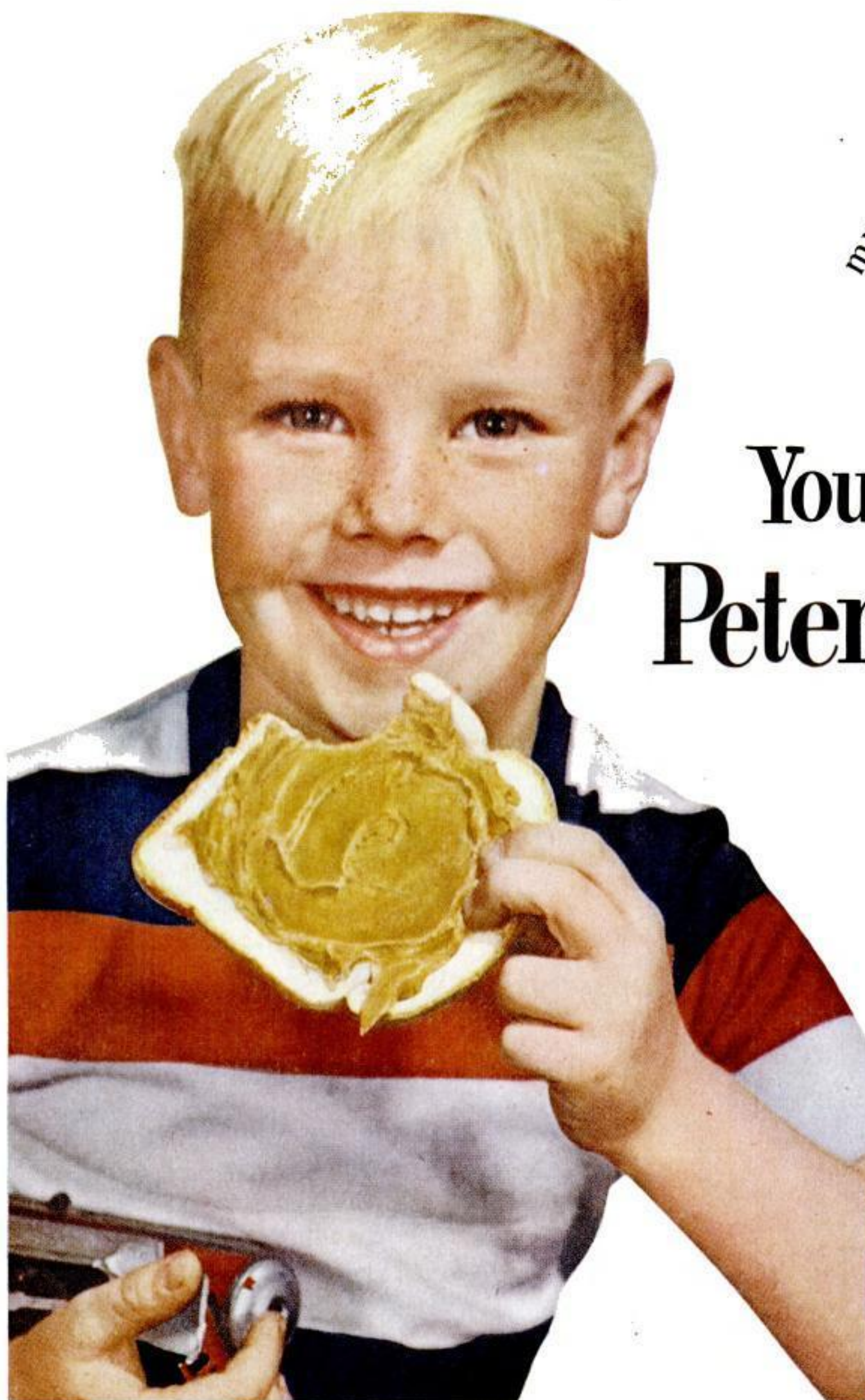
Mom, how quick—

Cool **Variety** packs a 10-choice trick!

10-box choice of 7 cereal favorites

**Kellogg's**  
Mother Knows Best!





mmm...so fresh and smooth  
ah...so smooth and fresh



## Youngsters prefer Peter Pan Peanut Butter

### Here's Why Peter Pan stays fresher and smoother

**1. Packed fresher!** Just seconds from grinder to jar. None of its delicious just-made flavor is lost!

**2. Fresher when you buy it!** It's vacuum-sealed to keep all the fresh flavor *in*. The *only* leading peanut butter with the flavor-guarding vacuum-sealed cap.

**3. Stays fresher in your pantry,** after you open the jar! The oil never separates—so Peter Pan doesn't get rancid, never gets dry or lumpy. It *stays* fresh-tasting and smooth—keeps all its energy value and vitamins. No waste—it's smooth and creamy right down to the bottom of the jar!

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Try both kinds of delicious Peter Pan smooth Peter Pan in the Red Top Jar ● the smoothest peanut butter made . . . and Peter Pan Crunchy Peanut Butter (with crisp peanut bits mixed all through) in the Green Top Jar ● The youngsters love 'em both!



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### LIFE'S COVER

The outfits worn by the two little girls standing at the edge of the Atlantic Ocean reflect the careful styling of this summer's clothes for the sand-pail set (pp. 54-57). Their terry cloth pull-overs with checked trim and checked one-piece bathing suits (top, \$3; suit, \$3.95; both by Graewil) make beach ensembles which look put together rather than slapped together. As a swimmer—Christopher Norwood, 4, of Rye, N.Y. is still only in the inner-tube stage, while Kathy Kirkland, 6, of Englewood, N.J. can already dog-paddle. As a model, however, Chris is a veteran. She has appeared before on LIFE's cover (Dec. 19), wearing a little girl's night robe.

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scalp feels better...  
when you check Dry Scalp*



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I'm Getting Sentimental  
Tommy Dorsey  
Moonlight Serenade  
Tex Beneke  
The World Is Waiting for  
the Sunrise  
Down Among the Sheltering Palms  
Sammy Kaye  
Cool Water • Chant of the Wanderer  
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FEARFUL THAT HE WILL BE OVERLOOKED, 37TH CRASH SURVIVOR TO BE PICKED UP WAVES FRANTICALLY FROM RAFT TO DESTROYER ESCORT

# THE CASTAWAYS FROM PUERTO RICO

At 8:16 a.m. on June 6, the U.S. destroyer escort *Sausley*, sweeping the ocean in a desperate search, sighted eight life rafts being tossed around by a 20-knot wind some 275 miles northeast of Miami. Off to one side floated a ninth raft, carrying a panicky man (*above*) who thought for a moment that the *Sausley* had not seen him. It had, however, and within 32 minutes the warship's crew hauled aboard 37 men, 34 of them Puerto Ricans and all of them sick with cold, fatigue and fear. They were the only ones who survived the crash

of a two-engined C-46 transport which had gone into the Atlantic nine hours before, carrying a crew of three and 62 *jibaros*, migrating farm laborers who had signed up in Puerto Rico to work in the fields of Michigan. Of the 28 *jibaros* who lost their lives, eight were later found dead, floating in life jackets, by a United Fruit steamship. The horrible death of Pedro Guzman (*pp.* 24, 25), who was pulled aboard the *Sausley* four and one-half hours after the first rescue, was a gruesome indication of what had happened to some of the others.



# "WE ALL PRAYED, I FELT DOWNHEARTED, I THOUGHT OF HOME"

The plane which crashed off the Florida coast was the property of Westair Transport of Seattle. It was chartered by the Michigan Field Crop Co., which paid \$55 a head to bring the passengers to the U.S. with the understanding that they pay it back out of wages. Pilot Joe Halsey intended to land at Wilmington, N.C. But when the left engine went bad he headed southwest toward Nassau. Then, said Halsey, "the other

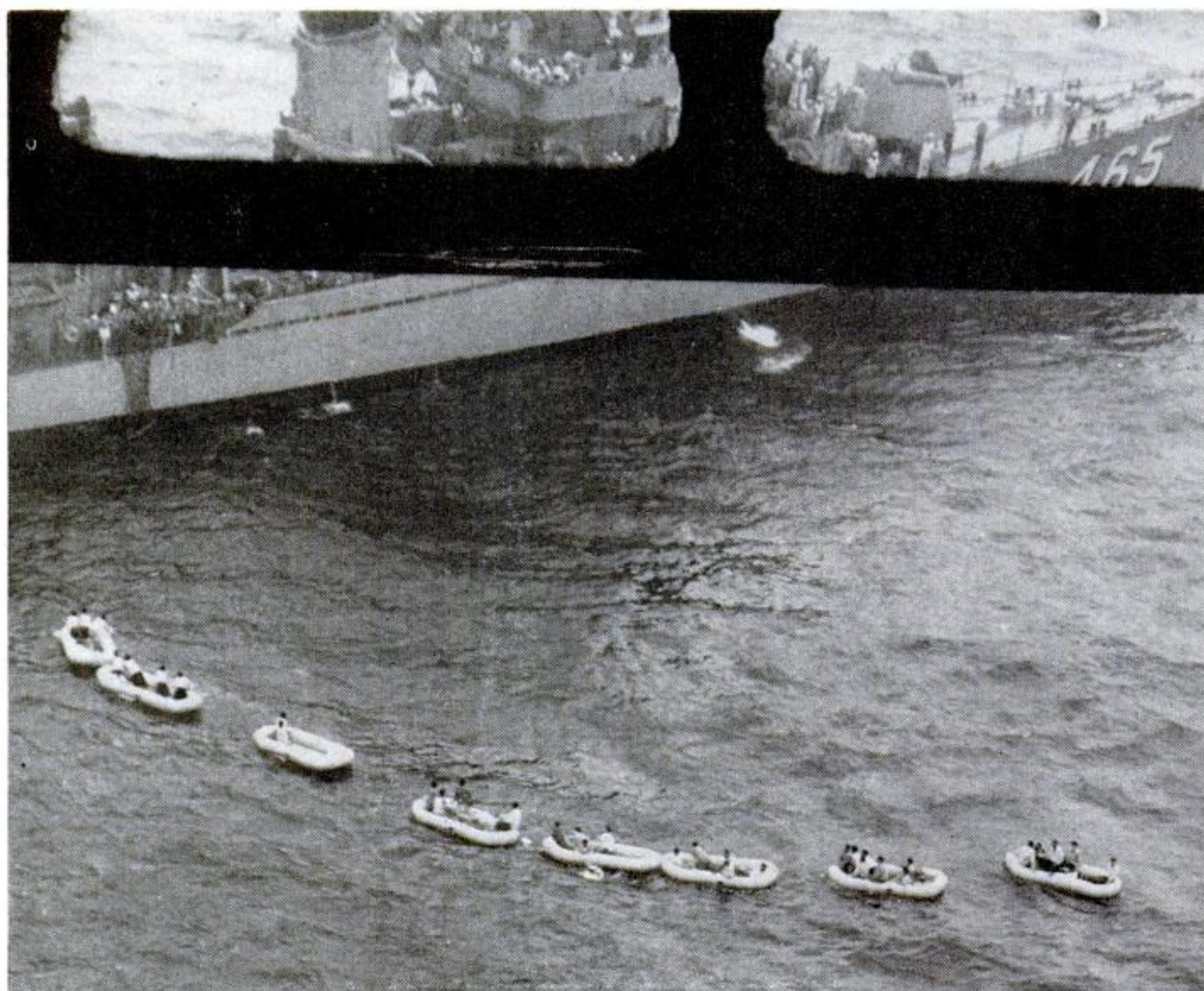
engine began using too much oil, and I was out of luck." He went "into the drink" about 11:15 on the night of June 5.

None of the passengers spoke English, but Steward Hector Medina gave ditching instructions in Spanish. What happened to everybody in the dark will never be known. The lucky ones got on the rafts which later were lashed in a pack (*below*); the unlucky ones drowned or drifted



**A CHAIN OF RAFTS** saved the lives of more than half of plane's occupants. In this photograph, taken from a Coast Guard plane just before the rescue, occu-

pants of seven of the eight linked rafts (one is out of the picture) are paddling toward the *Saufley*. There were only seven rafts aboard the C-46, but Coast Guard



**COMING ALONGSIDE**, survivors are only a few yards from safety. *Saufley* stopped 30 yards away,

then drifted downwind toward rafts. Crew had set up emergency dressing station in torpedo workroom.



**COMING ABOARD**, rescued men are assisted up ladder by *Saufley* crewmen who went over the side



off like poor Pedro Guzman (*next two pages*). Rockets were fired, but the *Saufley*, cruising less than 10 miles away, failed to see them. Said Martin Gonzalez, 35, "We all prayed. I felt very downhearted. I thought of my home in Mayagüez." Then about 6 a.m. a plane circled. And then the *Saufley* came.

But the story would not end with the rescue. The crowding of thousands of Puerto Ricans

into chartered airplanes for cheap transportation to the U.S. had resulted in a very dubious safety record. This was the third crash of such a plane in 18 months, and a total of 113 lives had been lost. It also developed that Westair Transport had been charged by the Civil Aeronautics Administration with repeated violations of safety rules, and that an examiner's report was pending at the time of the accident.



**PLANE'S CREW**, shown aboard ship, consisted of Steward Medina, Pilot Halsey, Copilot Holleran.



fliers, who had a radio fix on the crash position, dropped more during the night. At daybreak the survivors, many of whom spent the night floating in life jackets,

got together all of the rafts in sight. Three survivors were hospitalized. Copilot Bill Holleran suffered a fractured ankle, while two of the Puerto Ricans had cuts.



with lines. Afterward all of the rafts were picked up to avoid false alarms as planes continued to search.

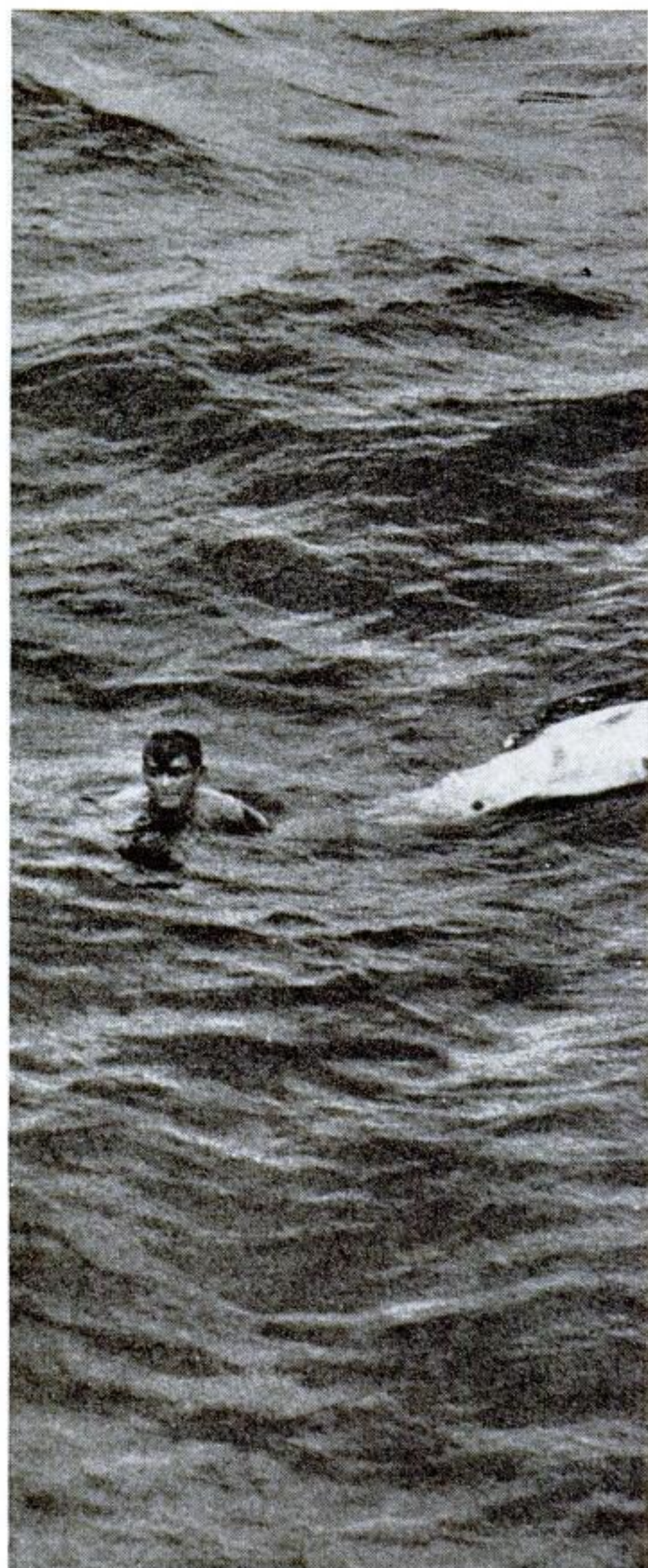


**COMING ASHORE** at Charleston, S.C. 32 hours after rescue, haggard survivors still show strain of

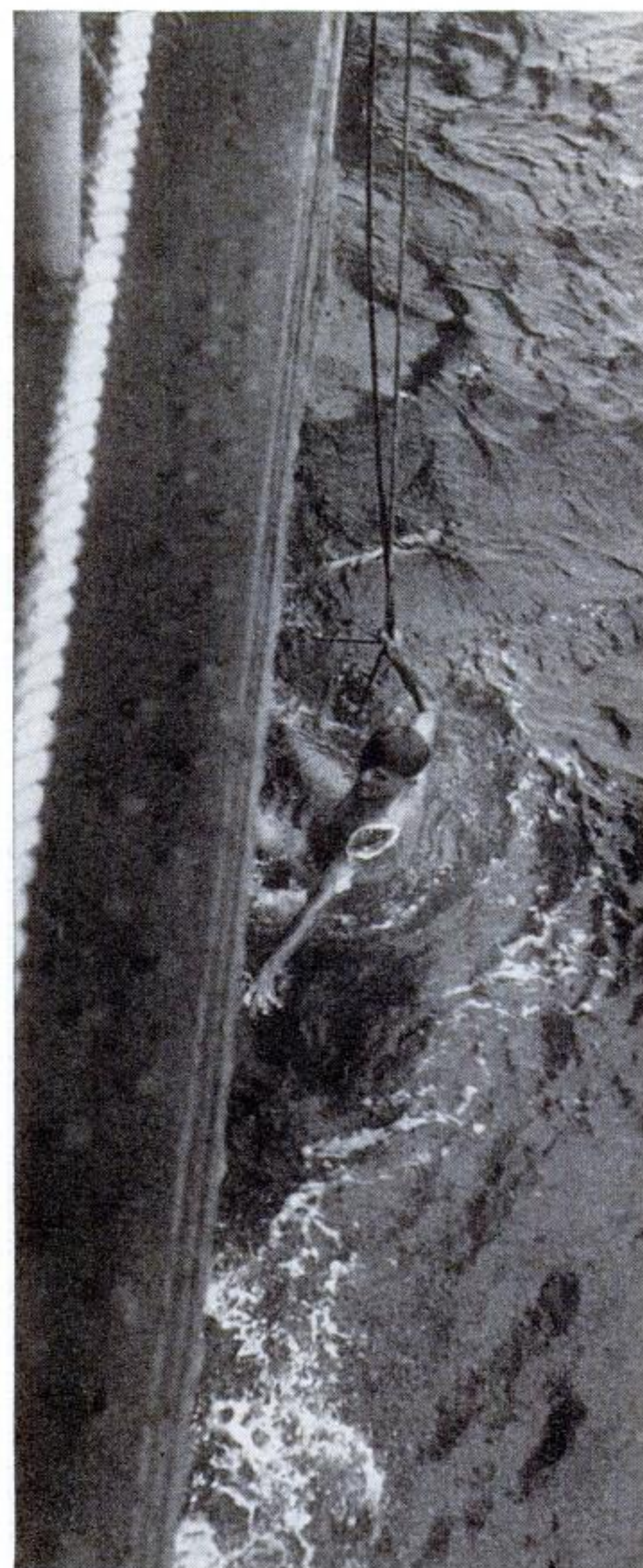
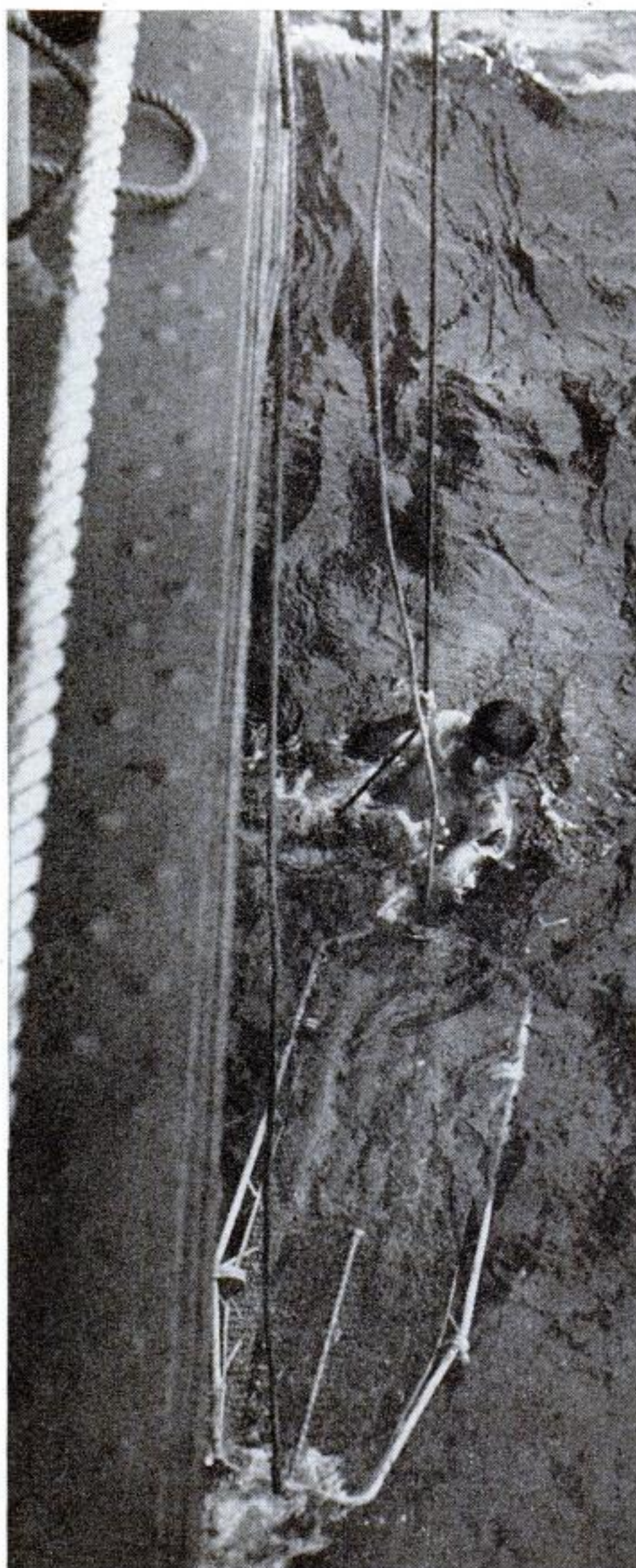
ordeal. A few of them asked to go home, but most wanted to continue to Michigan and go to work.



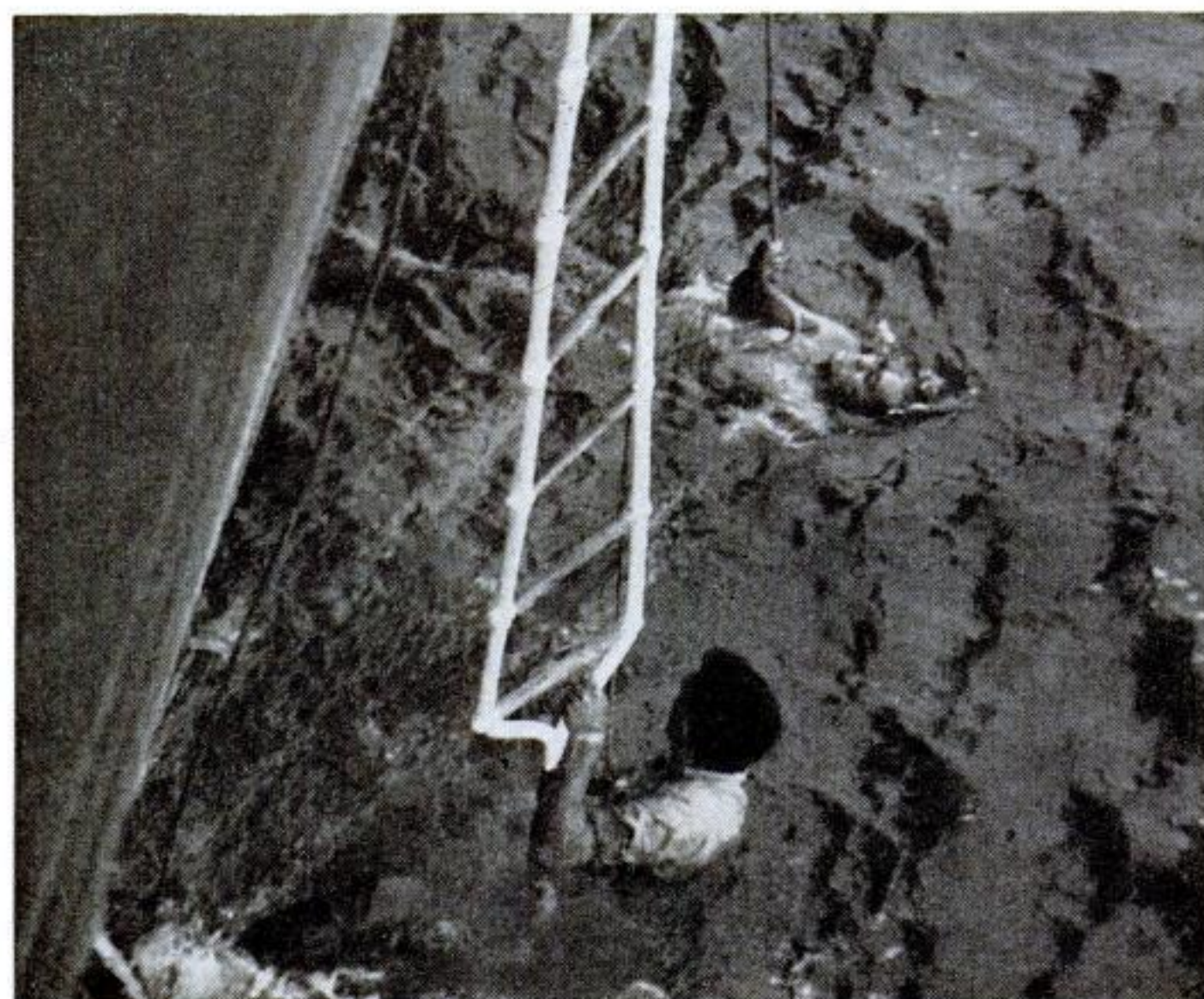
# THE NINE-MINUTE DEATH STRUGGLE OF A MAN BITTEN BY A SHARK



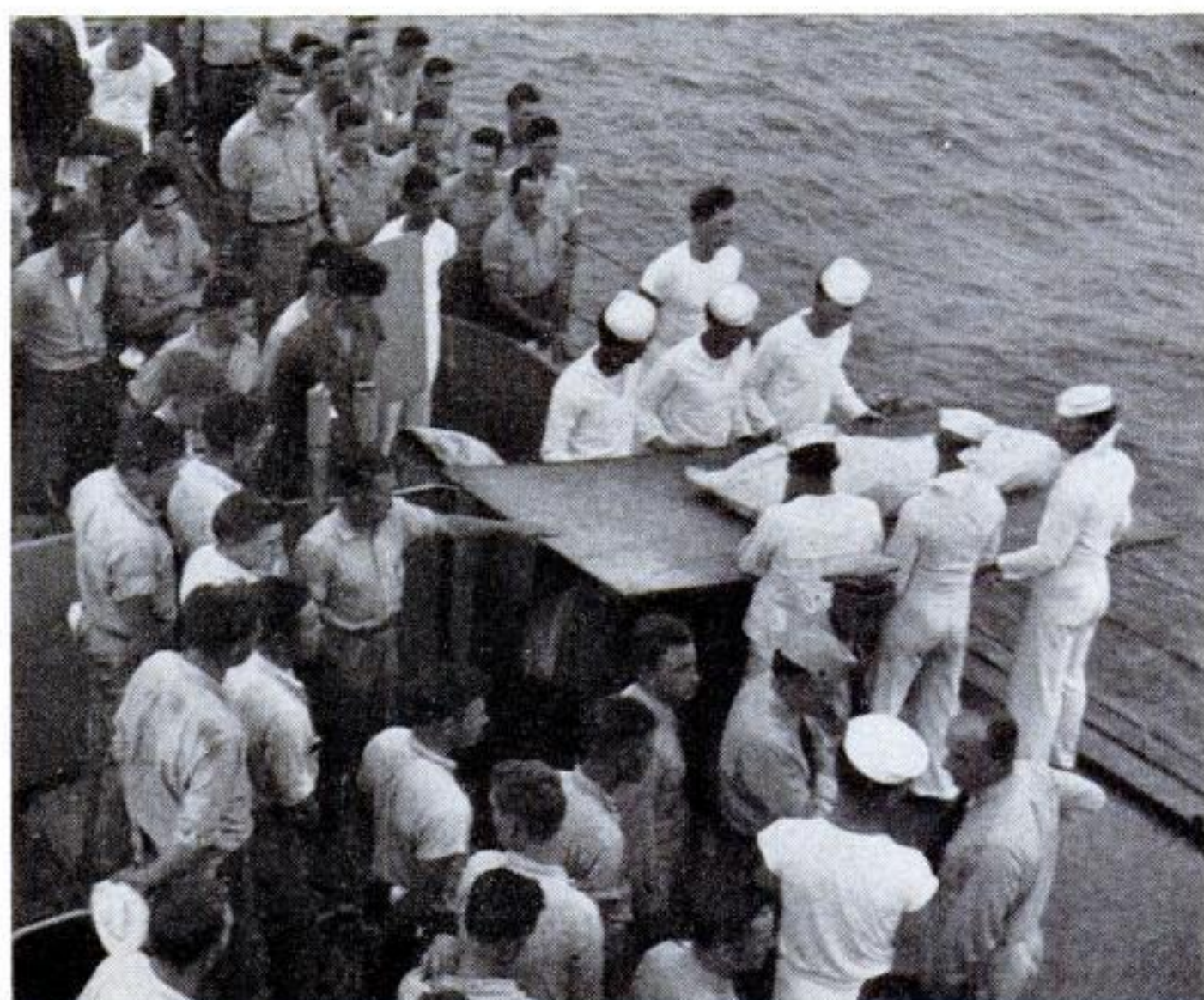
**AGONY BEGINS** as Pedro Guzman, last crash victim sighted alive, tries to swim from deflated raft to the *Saufley*, 25 feet away. This dramatic sequence was taken by *Saufley*'s deck officer. Picture at left, taken as Guzman swam next to the raft, apparently was made just after shark took first bite out of his left shoulder.



There was a gush of blood, and two men with rifles started shooting at shark, which would turn away as bullets splashed, then return to make another pass. A basket stretcher was lowered (*center*) as Guzman swam alongside. But, with wound gaping he was too weak to get in, floundered pitifully (*right*) as stretcher sank in water.



**RESCUER CLIMBS DOWN** to get rope under Guzman's shoulders. Rescuer J. B. Taylor risked own life, for shark was still making passes. Guzman lost consciousness as he was hauled aboard (*opposite page*) only nine minutes after he was sighted. He was dead 34 minutes later, of shock and loss of blood from five bites.



**GUZMAN'S BURIAL** takes place four and one-half hours after death. Seamen served as pallbearers because survivors (*left background*) did not want to. They heard service read in English, which none of them understood, then watched as Guzman's body, sewed in canvas with a 100-pound weight, was dropped in water.





PAST A RIFLEMAN WHO SHOT AT SHARK  
DURING THE RESCUE, PEDRO GUZMAN  
IS PULLED ABOARD, NAKED AND DYING



# THE PRESIDENT SPEAKS SOFTLY

...then he turns wrath on Russia

"Oh, how I wish it would be my privilege to be graduating here today with you! Oh, I wish I could see the next 50 years!"

At Columbia, Mo. on June 9 Harry S. Truman was his likable, folksy self. The President spoke at the University of Missouri commencement and received an honorary LL.D. and a Phi Beta Kappa key, although rain drove the presentation ceremonies indoors. Mr. Truman was a good optimist. He advised the students to read *Locksley Hall* (in which Tennyson foresaw

the airplane) and then imagine a much greater future. On world affairs he said good words for the Marshall Plan and bad words for isolationism, but he did not mention Russia by name.

"Leaders of the Soviet Union have proclaimed national independence—but imposed national slavery. They have preached peace—but devoted their energies to . . . preparing for war."

In St. Louis on June 10 Mr. Truman shucked off his genial mood. Dedicating a new Jefferson



**RAIN IN COLUMBIA** halted the presentation of Truman's honorary degree. He got it later in a small indoor ceremony. Here, after speech, the rain has stopped

and Truman is leaving stadium but is having trouble unfastening raincoat put on over cap and gown. At left, in mortarboard, is Governor Forrest Smith of Missouri.



Memorial, he accused the Soviet, in language any mule skinner could understand, of being "an obstacle to peace." Russian leaders, he said, had "a cynical disregard for the hopes of mankind"; they sought to extend totalitarian control by "infiltration, subversion, propaganda and indirect aggression"; they were turning German children "into the same kind of pitiful robots that marched . . . for Hitler."

The President had used his Missouri trip as a springboard for his bluntest speech of the cold

war. But Mr. Truman also found some time to enjoy himself. At Columbia he played a merry piano duet (*The Jenny Lind Polka*) with his sister Mary Jane. At St. Louis he rode a coach-and-four on the estate of Brewery Tycoon August A. Busch Jr., attended a ball given in his honor by the 35th Division, took a ribbing from his World War I buddies about his waistline and led a division parade. And on an early morning walk he settled a cold war between a sailor and a cab driver (*below, left*). Mr. Truman must have wished he could settle the other one as easily.



IN ST. LOUIS TRUMAN BITTERLY ATTACKS RUSSIA



**DURING SPEECH** at Columbia spectators huddled under umbrellas. Rain fell throughout address, holding the crowd to 15,000, only half of stadium capacity.



**AFTER SPEECH** stadium was emptied in a few minutes after spectators and grateful graduates, whose caps and gowns were soaked, were told they could go.



**ADVENTURE IN ST. LOUIS** was found by Truman on morning walk, when he cooled off an argument between a startled sailor, William Hall, and cab driver.



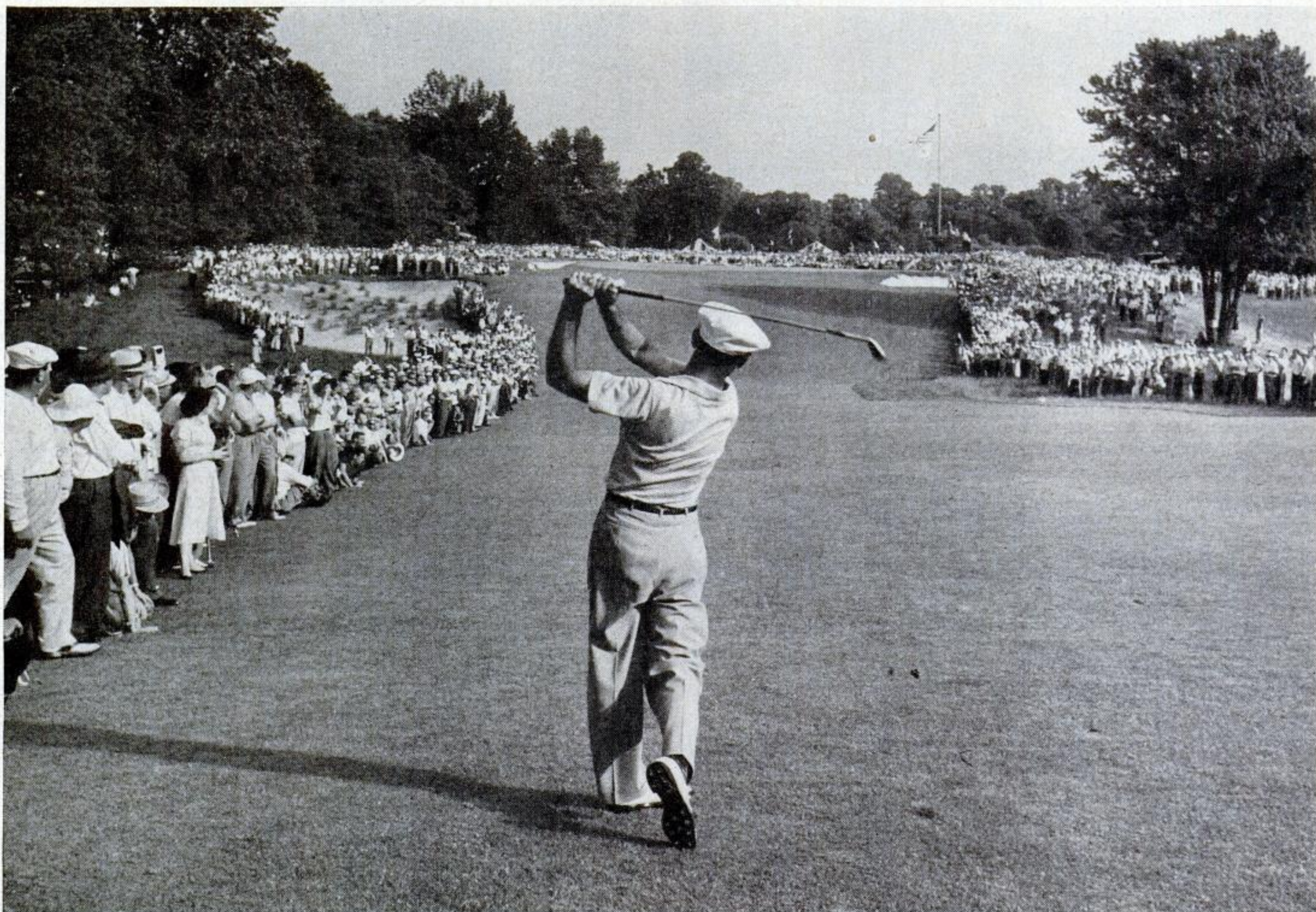
**FUN IN ST. LOUIS** was found by Truman on top of a coach-and-four driven by August Busch Jr. (*left*). President insisted on climbing down without ladder.







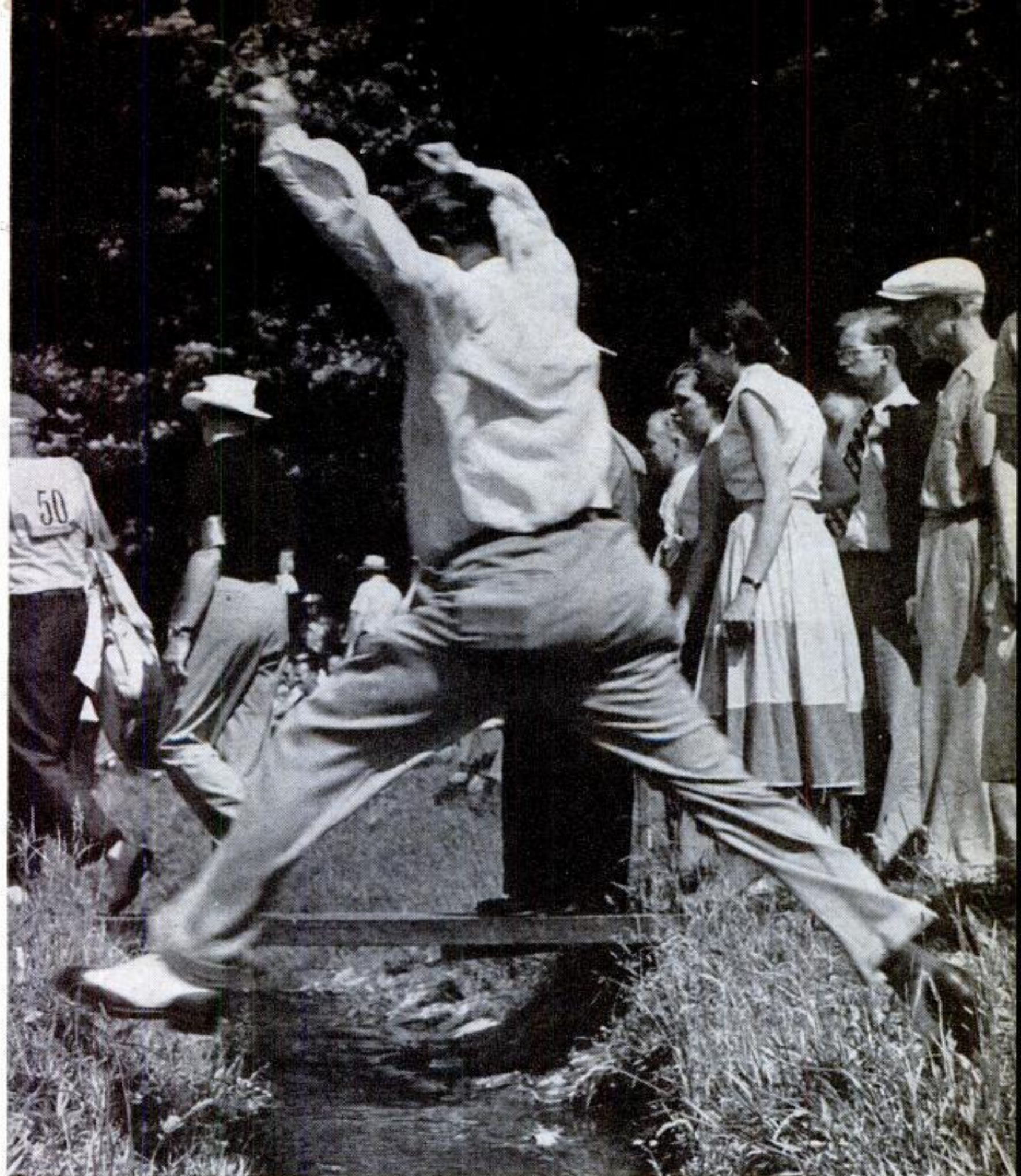
GALLERYITES WITH HIGH AND LOW CENTERS OF GRAVITY JUMP A WATER HAZARD ON THE NINTH HOLE, IN A PARADE MADE TO ORDER FOR ANY SHEEP



**WELL-WISHERS** forming a solid wall outline Ben Hogan's approach on the last hole, indicating the great pressure he was under in the Open. But Ben seems to thrive on pressure. It was his legs that gave him the most trouble. He twisted

his right knee earlier in the round, aggravating a weakness that is a result of his auto accident. Needing a birdie to win, Ben plunked his approach 35 feet from the pin, got a rousing cheer from the crowd when he salvaged triple tie with a par.





WHO HAPPENS TO HAVE INSOMNIA. THEY WERE FOLLOWING CARY MIDDLECOFF, WHO WON LAST YEAR BUT, IN THE OPEN TRADITION, FAILED TO REPEAT

# TRIPLE TIE IN THE OPEN

**But Ben Hogan triumphs over injuries to win title in the play-off**

The world's most glamorous golf tournament, the U.S. Open, was having its Golden Anniversary. To help commemorate it some 35,000 people, the biggest crowd in Open history, stampered for four days over the Merion Golf Club at Ardmore, Pa. Equipped with shooting sticks, periscopes and endless energy, they jumped creeks, climbed trees, quaffed pop, sweated and gaped at 165 highly trained golfing seals.

What they saw was golf at its best and worst under tremendous pressure of the Open. Right off the reel an unknown kid named Lee Mackey, Jr. shot a 64—best score ever made in a U.S. Open. "He'll blow up," everybody said, and he did. Next day Mackey gave an imitation of a man killing snakes in the rough while scoring a dismal 81. In the second round familiar names

like Lloyd Mangrum and Cary Middlecoff began to edge closer to the top of the list.

Only two strokes off the pace was little Ben Hogan, the man who miraculously came back (LIFE, Jan. 23) after his near-fatal auto accident in early 1949. Despite knee-length elastic stockings, Ben's legs swelled after each round. But in the stretch with only six holes to play, Hogan had a three-stroke lead. Could he stick it out? The gallery swarmed after him, cheering every move. But then Ben, dog-tired and dead-game, missed a three-foot putt on the 15th, another five-footer on the 17th. Those two failures caused Ben Hogan to end up in a triple tie first place with Lloyd Mangrum and George Fazio. But the next day he pulled himself together to become 1950 Open champ in an 18-hole play-off.



PLAY-OFF TRIO AFTER SATURDAY ROUND—FAZIO, HOGAN AND MANGRUM



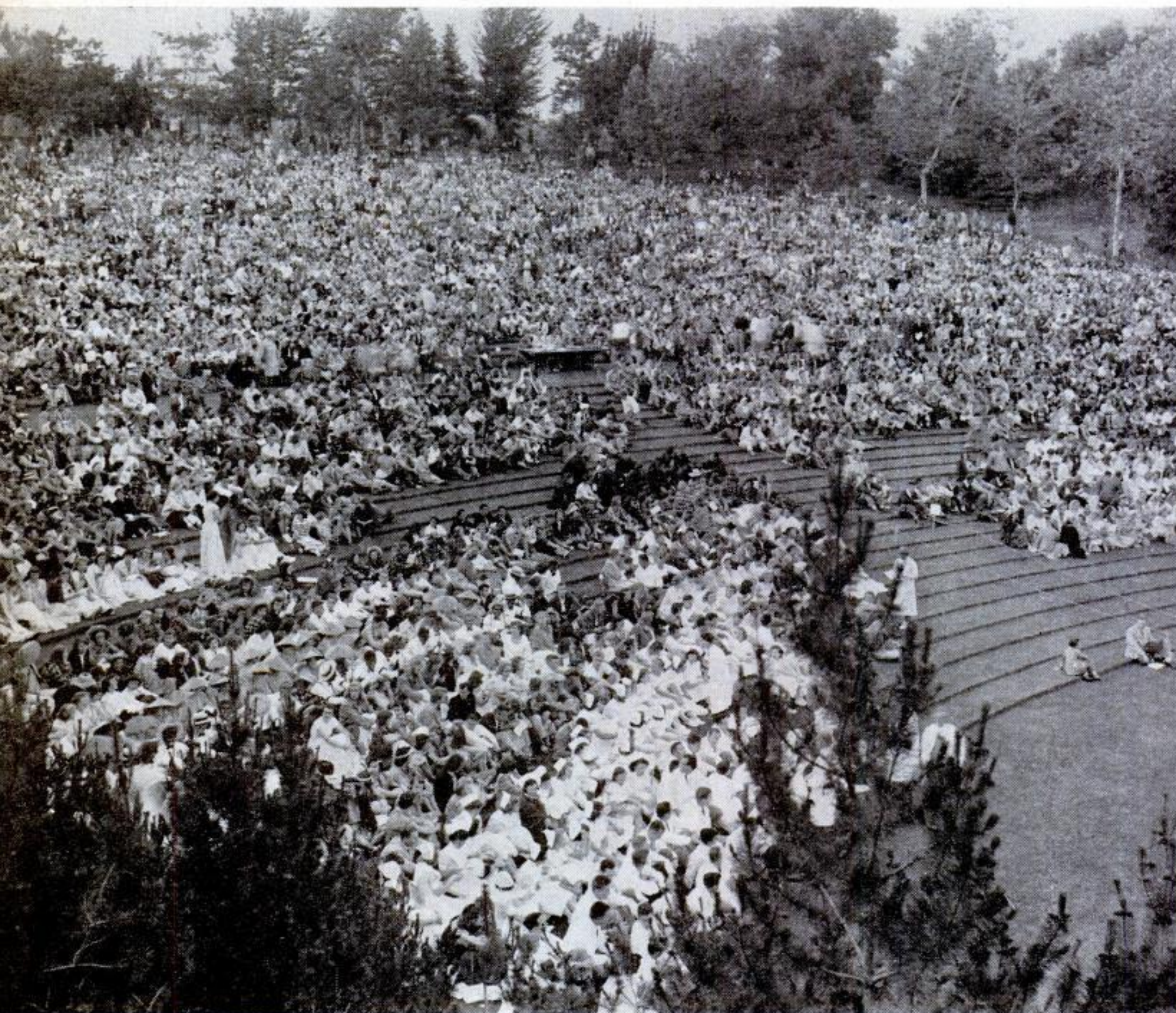
**HIT OF TOURNAMENT** was boxer dog, shown dashing out of gallery to make a grab during Saturday's round. The unhappy victim was Johnny Bulla.



# LIGHT-UP TIME AT STANFORD

The annual "Spring Sing" at Stanford University produced these before and after pictures. Gathered in the amphitheater for a contest in which fraternities and clubs, some in costume, compete against one another with such group

efforts as *Old Man River*, *Cool Water* and *Lindy Lou*, the students paused after dark to create an eerie effect by waving lighted matches. The empty aisle (below) shows up later in a time exposure (right) as an area of matchless dark.



## NONSEGREGATION

In 1948 G. W. McLaurin (above, left), a Negro student at the University of Oklahoma, had to sit in an anteroom apart from other students. Last week, as a result of a U.S. Supreme Court

decision (Editorial, p. 34) declaring the school's discrimination against McLaurin unconstitutional, three other Oklahoma Negro students are shown above with their white classmates.





# TOKYO REDS RIOT

When U.S. soldiers watching a mass meeting of 3,500 Communists in Tokyo's Imperial Plaza, began to take down names of the noisier demonstrators, two of the soldiers were tripped and

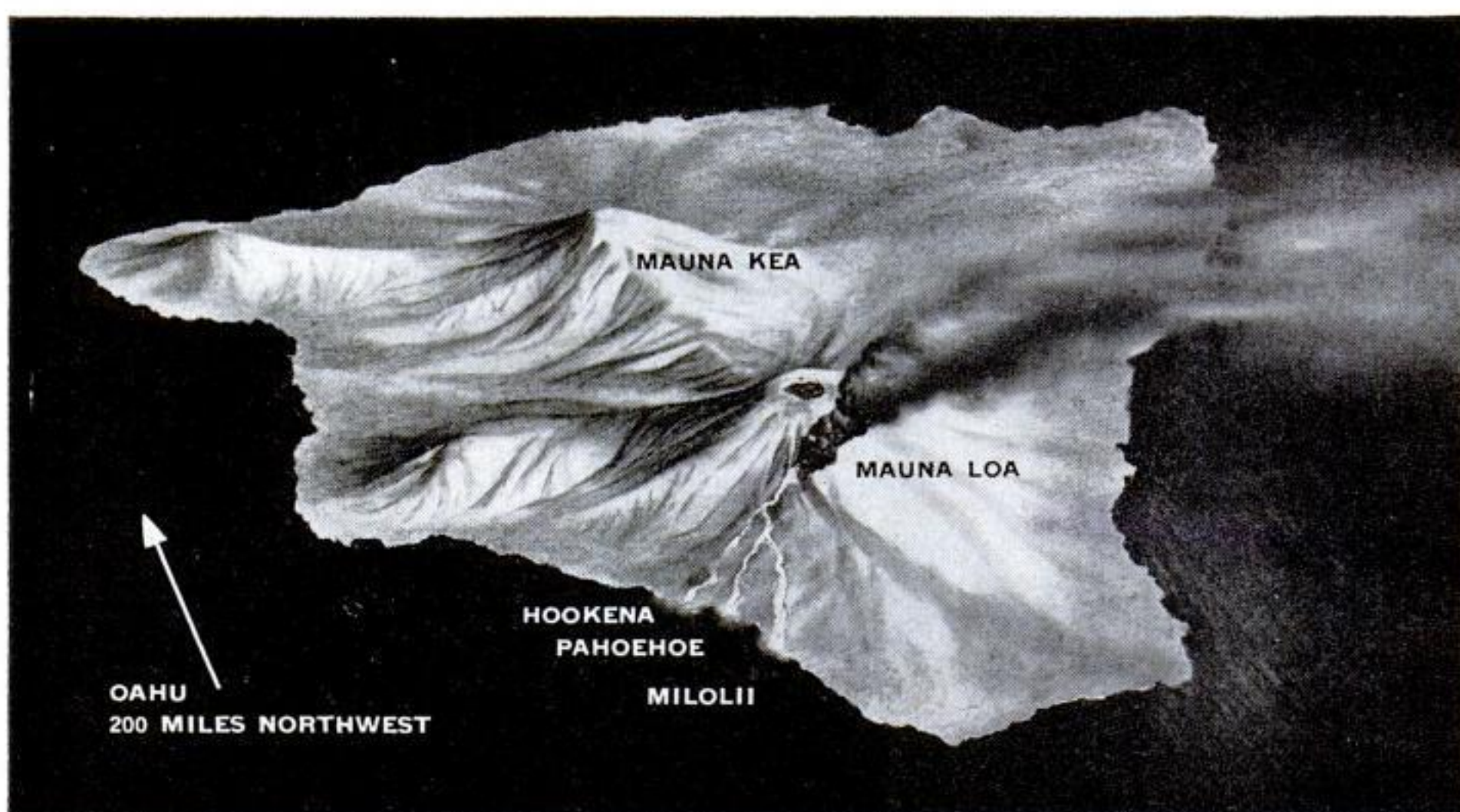
hit by stones. When MPs arrested the attackers (*above, left*), the Communists organized flying wedges in a futile attempt to free their comrades, sent one American sprawling (*above*).





**FIERY FISSURES** stretching for 20 miles cleave southwestern slope of Mauna Loa, spewing flame, smoke and molten rock. This aerial picture, taken on

first night of eruption, six hours after the great cracks opened up, shows lava flowing to southwest in rivulets which later came together to form wide streams.



**LAVA'S PATH TO SEA** follows natural valleys of Mauna Loa. Three coastal towns on map, in direct route of lava, were evacuated. Mauna Loa is on the

island of Hawaii, largest of Hawaiian group. Its twin peak, Mauna Kea, reaches up 13,784 feet, 109 feet higher than Mauna Loa, but is not an active volcano.



**CURTAIN OF STEAM** 1,500 feet high rises when lava at a temperature of 2,000° C. meets the sea. In this picture, taken from 800 feet, lava (*foreground*)

is moving toward the sea. Some of the lava is thrown back up when it goes over the cliff. Picture at right shows the same general area from the opposite side.



# MAUNA LOA SPLITS ITS SEAMS

Volcano's lava sets ocean boiling





REACHING THE SEA, 20 MILES DOWN FROM MAUNA LOA, TWO STREAMS OF BRICK-RED LAVA PUSH OVER CLIFFS ON KONA COAST, SET PACIFIC WATERS ABOIL

The eruption came without warning. It was only 17 months since Mauna Loa had last boiled over, and the world's most active volcano generally exploded only once every three or four years. But on the evening of June 1, with hardly a warning rumble, the Mauna Loa split at the seams. Three huge fissures opened 2,000 feet below the crater rim. In sheets as much as 25 feet thick, molten lava gushed down the mountain-side and over the hills of the island of Hawaii. Two hundred miles northwest, on Oahu, beach strollers near Honolulu saw the dark horizon

flare red from the great tower of smoke and flame that climbed skyward.

The liquid rock streamed in fiery rivers toward the sea, moving at 10 mph. In four hours it had covered highways, cracked telephone poles and coconut trees, swallowed up the village of Hookena and sent residents scampering in their night clothes for their lives. Then, hitting a speed of 30 mph, faster than it usually flows, it reached the cliffs of Kona (*above*) and slithered over them into the Pacific while the sea boiled furiously and sent up enormous pillars of steam.

After three days of violent eruption Mauna Loa's fury let up, but she was still sending out flame and lava. The Hawaii Volcano Observatory figured that in the first week 500 million cubic yards of lava had poured out of the mountain. But except for the fish cooked to death in the boiling ocean, no lives had been lost.

Natives living along the Kona coast felt it had all been inevitable. A strange young girl, disguised as an old woman, had been reported in the district recently. Now it was clear who she was—Pele, the angry Hawaiian goddess of fire.



# THE FUTURE BEGINS AT CALAIS

## RACE PREJUDICE IS DYING

The recent Supreme Court decisions bearing on the admittance of people to railroad dining cars and state universities without regard to ancestry or color are all to the good in a nation that professes to believe in equality of the individual before the law. But even more encouraging to our mind are a few facts that antedate the Supreme Court decisions. A couple of months ago the University of Louisville decided to admit Negroes to its professional and graduate schools this coming autumn. Three Catholic schools in Louisville and Berea College, a non-sectarian school at Berea, Ky., also anticipated the verdict of the Supreme Court.

Discrimination in U.S. education results in heavy social waste and damage to individuals. To keep the perspective straight, however, it is worth noting that there are now 70,000 Negro students in U.S. Negro colleges and thousands more in other U.S. colleges. It might be a surprise to most Americans and to all Europeans to learn that a higher percentage of U.S. Negroes than of all Britons go to college. Full-time British university undergraduates currently number 82,500.

## LIAISON FOR RATS

We learn from the Army-Navy-Air Force Journal that military rat control is no simple matter. The surgeon general has the responsibility for studying rodents as "vectors of disease." The chief of engineers supervises research and development of operational methods for controlling rats. The quartermaster general directs research and development of rodenticides and other control agents. The chief of the chemical corps is held responsible for fundamental physiological studies on the mechanism of "rodenticidal compounds" (rat poison to you). The Air Force is charged with research, design and evaluation of devices and methods of serial dispersal of rodent control agents.

Since the Army-Navy-Air Force Journal does not inform us about liaison for the rats, we can only conclude that unification of the armed forces is still a dream. Maybe what is needed is just a few good cats who have never heard of rodential red tape. We recommend that authority for the purchase and placement of military cats be vested in the office of none other than the Secretary of Defense.

Current history has taken a pretzel-like turn. These days nothing could be easier than for U.S. commentators to pick up and toss back at Britain the old rocks labeled "isolationism" and "provincialism" which the British heaved in this direction during the '20s and the '30s. Temptation for returning the hateful half-truths is provided by the British failure to go along with the Schuman plan for integrating the European coal and steel industries.

The British were clearly taken aback by the French proposal. They dislike being taken aback. The British have a lively—perhaps an overdeveloped—sense of French limitations. If they knew one thing clearly, it was that the French were incapable of a farsighted policy toward Germany. Last month, when this assumption evaporated under Schuman's warm words, the British understandably felt the incredulity of a man faced with the return of a long-borrowed umbrella.

There were other elements in the British stiffness toward the Schuman plan. One of them is socialism. National planning is a rather godlike process, similar to stocking and arranging a large fish bowl. Great care must be exercised to insure compatibility among the fish; if one fish competitively eats another, the ichthyophile feels that he has failed in his providential function. Just the right amount of plants may be introduced to provide food for the fish. There may be snails and mussels which exist as scavengers on the fish, and so forth. The creator of an ecologically balanced fish bowl would not look with favor upon a proposal to link up his bowl with other bowls—especially if he suspects the latter of containing unpedigreed snails. The British socialist, like the ichthyophile, pauses before thrusting his cherished guppies forth upon the restless bosom of the common European stream.

Nor are the socialists alone among Britons who look askance at the Schuman plan. Even that good European Winston Churchill views it with a fishy eye. "We welcome the Schuman proposal cordially in principle," he said, "but we must nevertheless . . . be careful that it does not carry with it a lowering of British . . . standards of life."

Yet when all generous excuses and explanations for Britain's isolation from the Schuman plan are made, a keen sense of disappointment remains. Britishers themselves feel it. Said London's *Economist*, "To throw shadows across the gleams of hope which flicker around [the Schuman plan] in the French and German press is to incur the responsibility of producing some better idea. And there is no sign that Mr. Bevin has a better one."

When George Marshall, standing in the Harvard Yard in June 1947, announced the principle of the Marshall Plan, Bevin, as he said later, "grabbed it with both hands." Now Bevin is ill, and there seems no one in Britain with the imagination to grab Europe's hope first and to think later of the purity of the British fish bowl.

For many years Britons have expressed a sense of superiority to the Continent with the lordly phrase, "Africa begins at Calais." From darkest Paris, Schuman has given Britain a chance to rewrite that piece of arrogance. Schuman, in outlining the future of a European steel industry, stressed the vast needs of Africa for the products of basic European industry. "Africa," as Schuman uses it, stands for the principle of progress, the notion that the salvation of Europe lies in moving ahead rather than in clinging tightly to its present meager possessions.

For the present, Americans can maintain a hope that Britain will come to realize that "the future begins at Calais."

# BEWARE OF AGE CATEGORIES

Recent news from Washington is that the Administration wants to do something for the middle-aged. Not a new social security scheme, mind you, nor yet a WPA for those aged 45-65. Just a new study to get the facts about employment of people in the middle-aged category. The Department of Labor wants to know how employers feel about workers over 45. It wants also to start a big publicity campaign to make employers and workers "middle-age conscious."

We view with mixed feeling this latter proposal. The effect of "middle-age consciousness" would be to create a vast new pressure group—and the immediate drive of such a pressure group would be for one of those blanket solutions which never solve anything.

To see the point clearly one has only to look at the results of the recently inculcated habit of lumping all people over the age of 65 into a single age-bracket category. This has created the dangerous illusion that no one over 65 should work and that everyone at age 65 should automatically get a \$100-a-month pension. We are not against pension

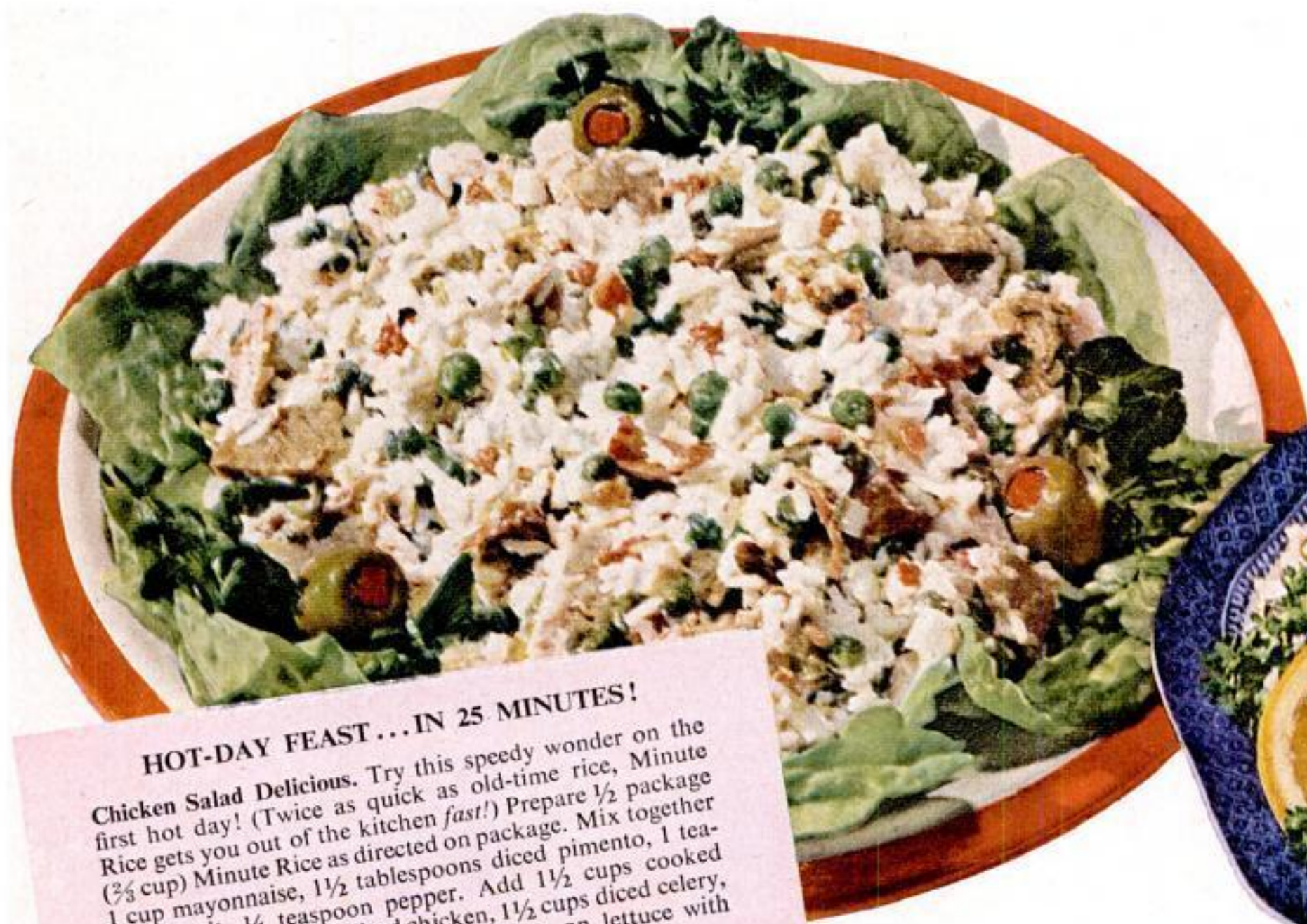
plans, nor do we think people of 65 should work if they are incapacitated. But there is no reason why a person should be forced out of work at an arbitrary age, whether 45, 50 or 70, if his reflexes are still good, his vision clear and his judgment sane.

Much is being made these days of "geriatrics," or medical care of the aged. The experts in geriatrics are now saying that retirement should be predicated on biologic, not actual, age. They even predict that the average life span will some day reach 120 years. We pause to wonder how any corporation, even rich General Motors, could finance a pension plan to keep a man off the payroll and in idleness from the age of 65 to the age of 120. Fifty-five years of retirement for millions of people would break any economy.

The habit of shuffling everyone over 65 into a single category has produced enough bad thinking as it is. So let us all beware of creating a whole new category of the middle-aged. Politicians would soon be appealing to people over 45 as the "subelderly" and offering them pensions, too.



# Ready in jigtime... Best you ever ate!



## HOT-DAY FEAST... IN 25 MINUTES!

**Chicken Salad Delicious.** Try this speedy wonder on the first hot day! (Twice as quick as old-time rice, Minute Rice gets you out of the kitchen *fast*!) Prepare 1/2 package Minute Rice as directed on package. Mix together (3/4 cup) Minute Rice as directed on package, 1 teaspoon salt, 1/4 teaspoon pepper. Add 1 1/2 cups cooked peas, 1 1/2 cups cooked diced chicken, 1 1/2 cups diced celery, and the rice. Chill several hours. Serve on lettuce with water cress and olives. Serves 8 to 10.

## ORANGEY SURPRISE... IN 15 MINUTES!

**Marmalade Rice.** Wondering what to serve with curried shrimp or chicken? You couldn't find a better companion-dish than this tangy concoction. It tastes wonderful and exotic, actually is so simple with quick-quick Minute Rice! Cook one package (1 1/2 cups) Minute Rice as package directs. Let stand 10 minutes. Add 3 tablespoons orange marmalade; mix lightly with fork. Garnish with orange slices and parsley. Makes 5 servings.



## AMAZING NEW RICE DISCOVERY

makes menu planning  
easy and fun!

- ★ NO WASHING!
- ★ NO RINSING!
- ★ NO DRAINING!
- ★ NO STEAMING!
- ★ PERFECT RICE EVERY TIME!

Just dump pre-cooked Minute Rice in water and bring to a boil. It's as simple as that—yet with this new Minute Brand product you get fluffy, snowy, perfect rice every time!

Try it "as-is" (in place of potatoes). Combine it with meat, vegetables or fruit. Once you get the habit of magic-fast cooking with fancy, long-grained Minute Rice, you'll never be without it!

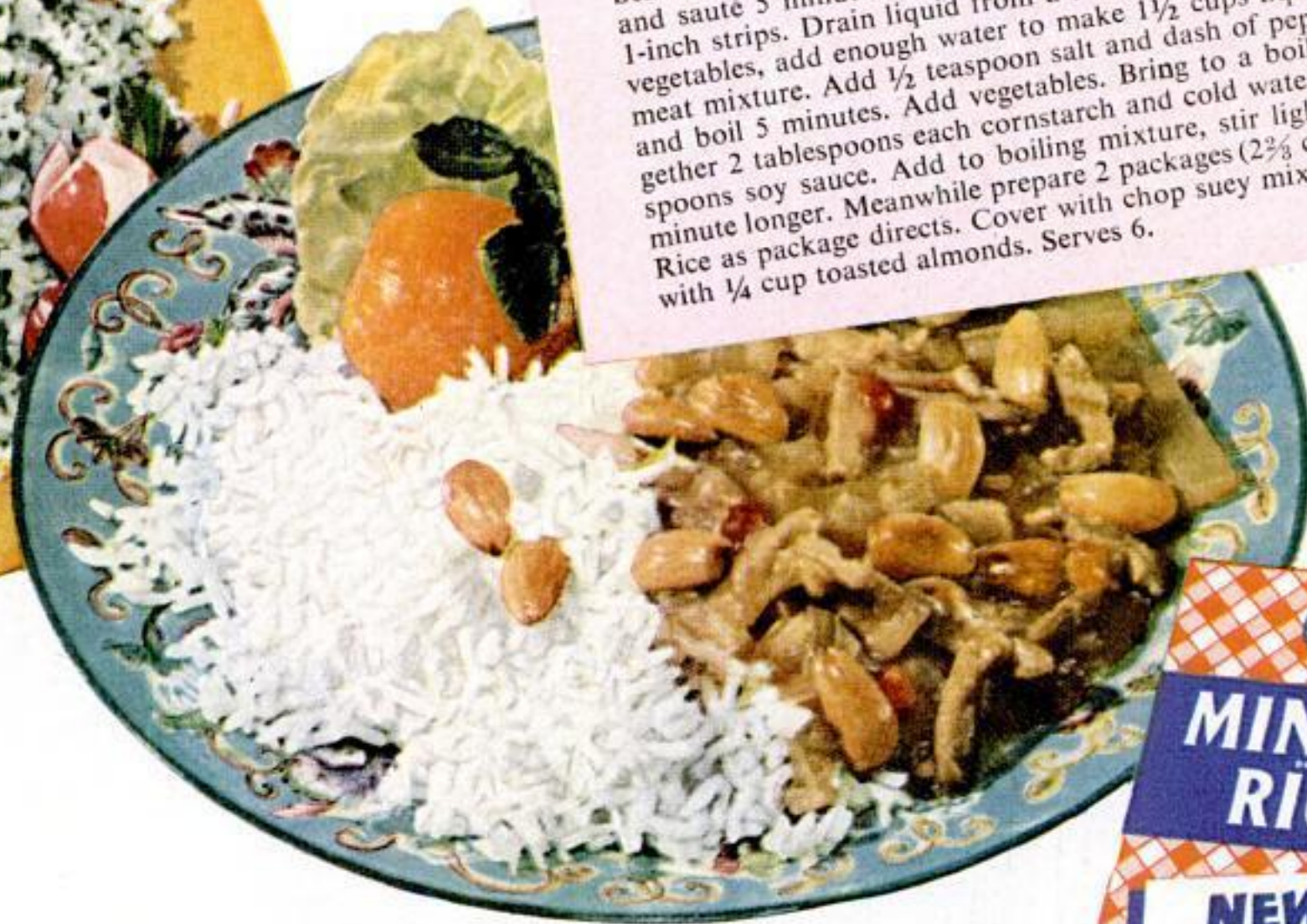


## LUNCHEON DELIGHT... IN 18 MINUTES!

**Spinach Rice.** Sauté 1/4 cup chopped onion in 3 tablespoons butter. Prepare 1 package (1 1/2 cups) Minute Rice as package directs, increasing salt to 1 teaspoon. Add 1/2 cup hot chopped cooked spinach and dash of pepper. Blend with a fork. Top with 1/2 cup grated Cheddar cheese. Garnish with radish roses. Serves 4 or 5—what a delightful camouflage for leftover spinach! And with quick-to-fix Minute Rice, you whisk it together in a jiffy—a trick no other rice can boast!

## CHOP-CHOP QUICKIE... IN 30 MINUTES!

**Chop Suey With Almonds.** Cut 1 pound lean pork in thin strips. Sear in 1/4 cup fat in skillet 2 minutes. Add 1 cup chopped onions and sauté 5 minutes; stir often. Add 2 cups celery cut in thin 1-inch strips. Drain liquid from a No. 2 can of mixed Chinese vegetables, add enough water to make 1 1/2 cups liquid. Add to meat mixture. Add 1/2 teaspoon salt and dash of pepper. Cover and boil 5 minutes. Add vegetables. Bring to a boil. Blend together 2 tablespoons each cornstarch and cold water and 2 teaspoons soy sauce. Add to boiling mixture, stir lightly, cook 1 minute longer. Meanwhile prepare 2 packages (2 1/2 cups) Minute Rice as package directs. Cover with chop suey mixture, garnish with 1/4 cup toasted almonds. Serves 6.



For tastier,  
quick-quick meals

# MINUTE BRAND RICE

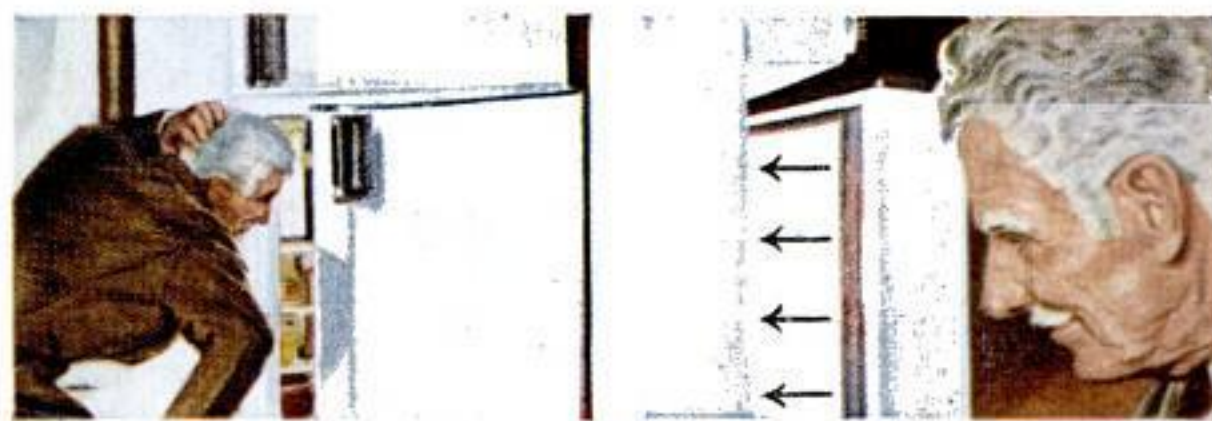


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# Another



**See the ALNICO MAGNETIC DOOR in action.** Watch the powerful alnico magnets actually *grip* the door to the cabinet. See the revolutionary ALNICO MAGNETIC DOOR and other wonderful General Electric features in the new Refrigerator-Home Freezer Combinations at your G-E retailer's *now!*

**You'll marvel when you see it!** This G-E model NHX-10G has *two* new Alnico Magnetic Doors . . . and a new foot-pedal door opener for the fresh-food section! The home freezer stores up to 70 pounds of frozen food!

**No more defrosting!** Forget that weekly fuss! Frost just cannot accumulate in the fresh-food section. Foods don't dry out, either! Has a food-storage capacity equivalent to a standard 10-cu-ft model. Also available in 8-cu-ft size.



# great G-E First!

## GENERAL ELECTRIC'S

# Alnico Magnetic Door!

**No latches! No slam! Each door seals magnetically . . . closes easily, quietly!**  
**Foot pedal opens lower door! New ice trays and vegetable drawers are revolutionary!!**

**Here's another FIRST** for G.E.! Another great G-E exclusive! Another great G-E research achievement!

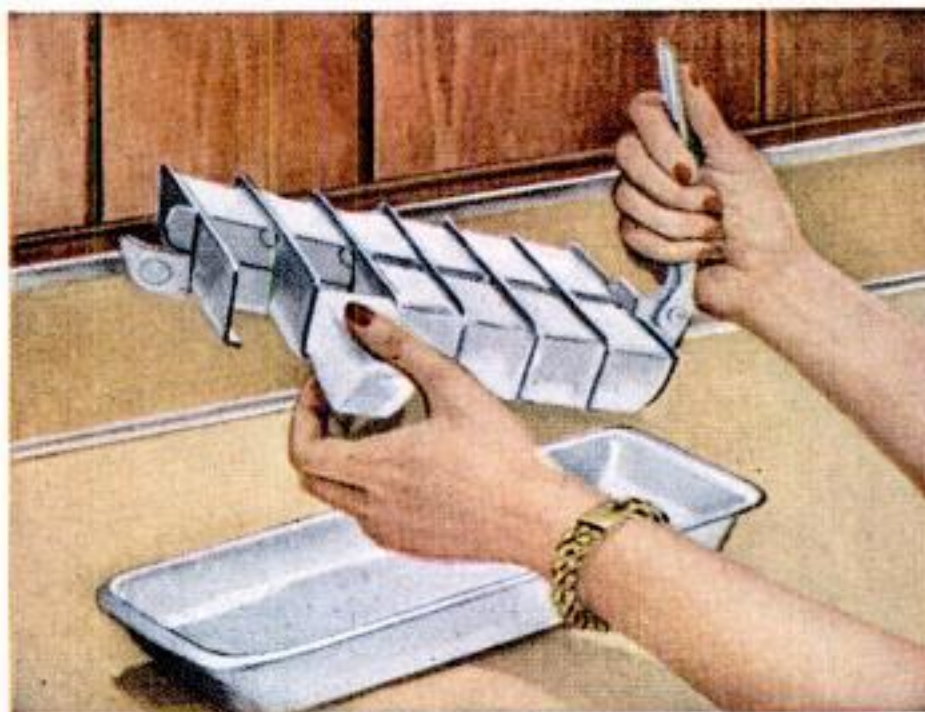
The ALNICO MAGNETIC DOOR seals itself tight to prevent the loss of precious cold air from the cabinet.

How is such a wonderful seal possible? The answer is in the G-E developed alnico magnets which are placed end-to-end inside the Koroseal gasket. They grip the door shut . . . seal it *completely* all the way around!

Alnico magnets are the strongest ever developed. They are *permanent*. They will last the lifetime of your refrigerator!

It's the easiest-opening door ever designed, too! A touch of the foot pedal swings the lower door open wide. *No hands needed!* This is the door that can be opened—and closed—with your hands *full!*

Along with the sensational ALNICO MAGNETIC DOOR, this General Electric Refrigerator-Home Freezer Combination offers still other new, revolutionary G-E features.



### NEW! REDI-CUBE ICE TRAYS

. . . you pick cubes singly, or lift out as many as you want! One motion releases all cubes at once . . . lets you pick out one or all as you choose . . . there's no fuss or fumbling to get cube sections back in place! It's a G-E exclusive! See it today!



### NEW! VEGETABLE ROLLA-DRAWERS

. . . drawers that silently glide in and out on small rollers! No channels or guides to scrape or clean. Safety stop prevents pulling drawers all the way out accidentally, yet they can be easily removed for cleaning or loading, and easily replaced.

**Plus scores of other tried-and-true G-E features! Plus the most famous of all—G-E DEPENDABILITY!**



In this great refrigerator, you get a separate home freezer, and a separate de luxe refrigerator—in one beautiful cabinet. Each compartment has an Alnico Magnetic Door!

Brand-new and exclusive features make this the most popular refrigerator ever. But, most important of all, you get G-E DEPENDABILITY! Other refrigerators might some day match the features shown here—but none can surpass General Electric's performance record.

Just think! Of the many millions of G-E Refrigerators made, more than 2,200,000 are still performing faithfully after 10 long years. Many as long as 15 and 20 years and longer!

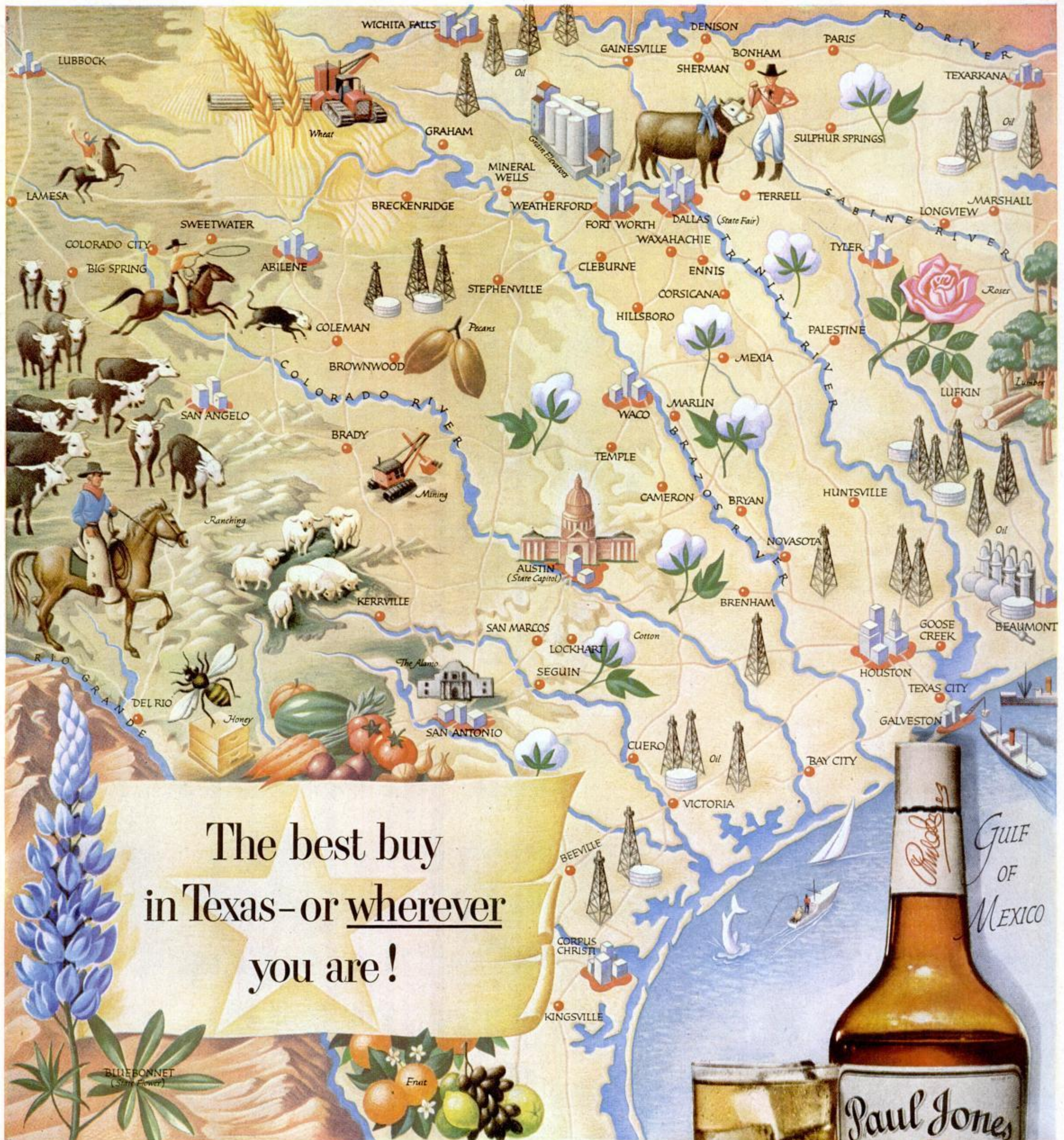
There's the main reason why G.E. offers the finest long-term investment you can make today. You'll find your nearest G-E dealer listed in your classified telephone directory, under General Electric Refrigerators and Food Freezers. General Electric Company, Bridgeport 2, Conn.

#### GENERAL ELECTRIC REFRIGERATOR-HOME FREEZER COMBINATION

A separate Refrigerator PLUS a separate Home Freezer

# GENERAL ELECTRIC





From city to city—from state to state—word is spreading about Paul Jones! It's so smooth, so mellow, so mild in flavor! So appealing in price, too!

**Paul Jones**  
FIRST FOR FLAVOR... FIRST FOR VALUE!

BLENDED WHISKEY. 86 proof. 72½% grain neutral spirits. Frankfort Distillers Corp., N.Y. C.



# GUNFIRE LAYS LOW ONE MORE SHELTON

Southern Illinois sang a song in memory of Carl;  
then there was Brother Bernie and now it is Roy

*He left his dear old mother in sorrow there alone,  
Living down near Merriam in her little country home.  
May the angels hover over her for she hasn't long to stay,  
And I hope she meets her darling in a better world some day.*

The southern Illinois ballad writer who composed this chorus was referring to "Ma" Shelton, a white-haired lady of 88 who lives on a farm in Little Egypt, a term applied colloquially to southern Illinois. The song noted the 1947 slaying of her son Carl, member of a family of



**RECORDING** was a juke box favorite in Shelton territory. Big Earl is credited with an assist on record.

20th Century badmen. Juke boxes in the area were still blaring *The Death of Carl Shelton* the following year when another of Ma's sons, Bernie, who was also a badman, especially when drinking, was slain from ambush just north of Egypt, in Peoria. Last week it began to look as if the sentiments expressed in *The Death of Carl Shelton* would have a permanent place on the southern Illinois hit parade. A third son, Roy, a former convict, was consigned to "the better world," again by ambush, on his farm near Fairfield.

In addition to the three killings in three years, there were four other attacks which drew blood but failed to kill one of the Shelton clan, whose members now live in country-squire affluency but have long been notorious as bootleggers and gambling czars.

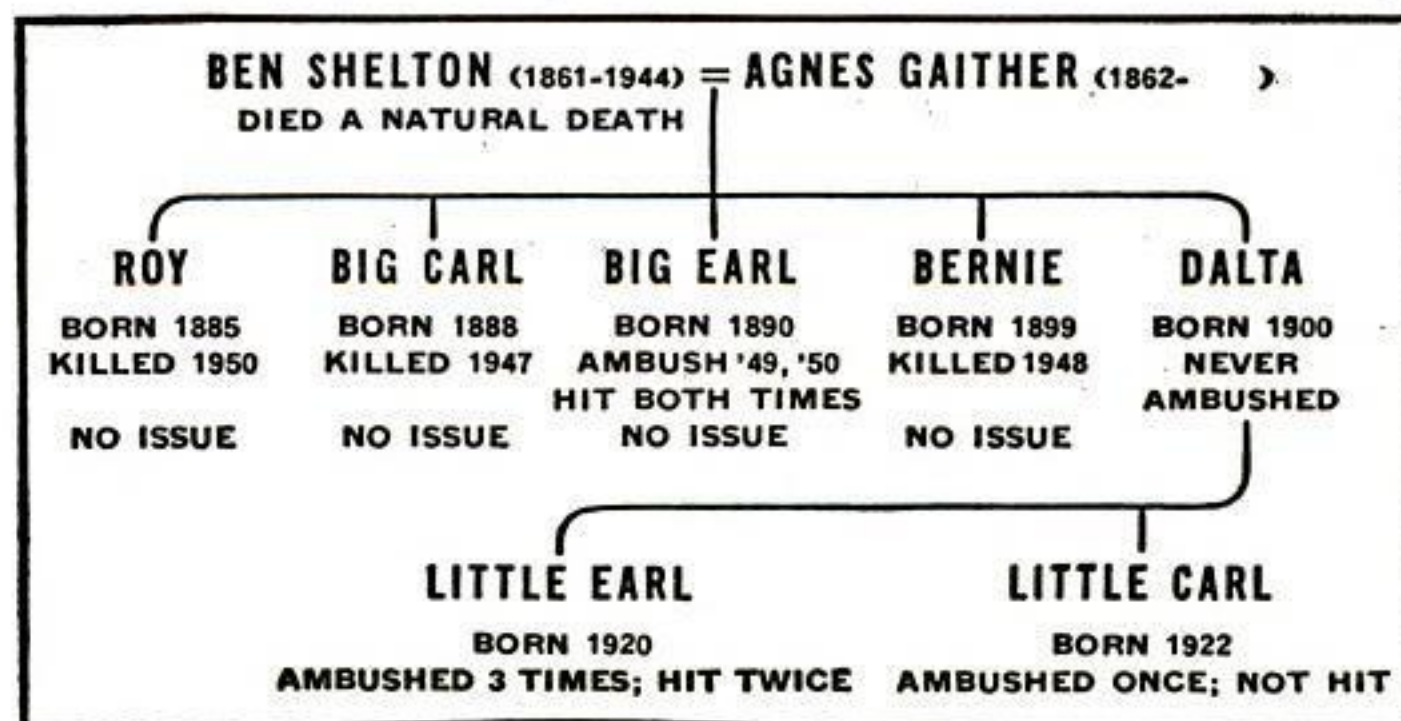
This story goes like this: Carl, the Shelton gang leader, was riddled by 16 machine-gun slugs fired from a car as he drove a jeep down

Beech Bluff Road near his Fairfield farm. Carl's funeral drew 1,200 people; and the florist turned away 100 customers. Bernie was felled as he walked outside his gambling club near Peoria by a well-placed rifle shot fired from a nearby wooded plot. His kinfolk sobbed as they saw him lowered into a Peoria grave in a \$3,000 bronze casket. In May 1949 a gunman climbed onto a garage roof in Fairfield to draw a bead through a window on Big Earl, who was quietly playing pinochle with friends in the Shelton-run Farmers Club. His nephew Little Earl emptied his pistol through the broken window, then helped the sheriff take Big Earl to a hospital. Little Earl joined his uncle in the hospital later, after 10 holes were drilled in his posterior by a .45 caliber pistol fired through the window and side of Little Earl's car parked in front of his Fairfield home. The two Earls, their wounds by this time healed, drew fire again on May 22, 1950, as they drove their car over a Pond Creek bridge near the Shelton farms, and Big Earl was nicked in the arm. Gunmen who left hard-boiled egg shells in their ambush lair tried to get Little Earl again on June 4. They missed him but seriously wounded his companion, Dellos Wylie.

Two days later Roy was knocked dead from his tractor by rifle bullets while he was disking for the corn planting. The Sheltons wept again as, with 1,000 others, they saw his \$3,500 casket placed beside Carl's in Maple Hill Cemetery at Fairfield. The Reverend Kent M. Dale said, "Tragedy again has stalked across our smiling fields. . . . I do not intend to be a master of ceremonies at a show, but a minister of Jesus."

Speculating on who pulled all the triggers,

## DEATH IN A FAMILY TREE



**ROY'S GRAVE** is measured out by Maple Hill Cemetery superintendent in Shelton family burial plot, bought by Carl, who is buried beneath center stone.

Little Egyptians and their peace officers considered the possibilities. The booze-running Sheltons made enemies when they fought the raiding Ku Klux Klan in the '20s, and then battled the Birger gang in warfare employing machine guns, armored cars, a tank and a bombing plane.



**BULLETIN** in the Fairfield paper's window gives prepublication news of the latest Shelton tragedy.

During the '20s, in the area where the gangs operated, which included "Bloody Williamson" county, 40 died in the fighting. Later Chicago and St. Louis hoodlums resented the rich gambling take of the Sheltons in southern Illinois and may have tried to move in. There was local feuding with neighbor "Black Charlie" Harris and others about strayed cattle.

Despite all these provocations, and all the shooting, Big Earl last week vowed to stay in Egypt. "I can't see why a man should walk off and leave his home." Neighbor John Felix rested his team and predicted, "It ain't over yet." Indeed the situation appeared as hopeless as the words of the ballad to Carl:

*"They even shot him when he fell  
And left him there to die;  
Some day this mystery will be  
solved  
In a courthouse in the sky."\**

\*© 1948 By EARL SHELTON AND FRED HENSON



Yes, the  
U.S. **Howland Cap**  
POSITIVELY  
KEEPS HAIR DRY!

even in the  
**TOUGHEST TESTS**

including: Jumping feet first from low diving board; making high dives, swans, jackknives; swimming and somersaulting under water; swimming freestyle or back stroke.



- 1 Howland's EXCLUSIVE in-curling V-ribs insure snug fit under ears.
- 2 Inside Suction Band forms a triple seal, keeping water out.
- 3 Made in three sizes. Get your correct size for comfort and best performance.



The DeLuxe Howland is packed in this smart plastic cylinder—a perfect carryall for cap, cigarettes, money, lipstick.

Available wherever bathing accessories are sold

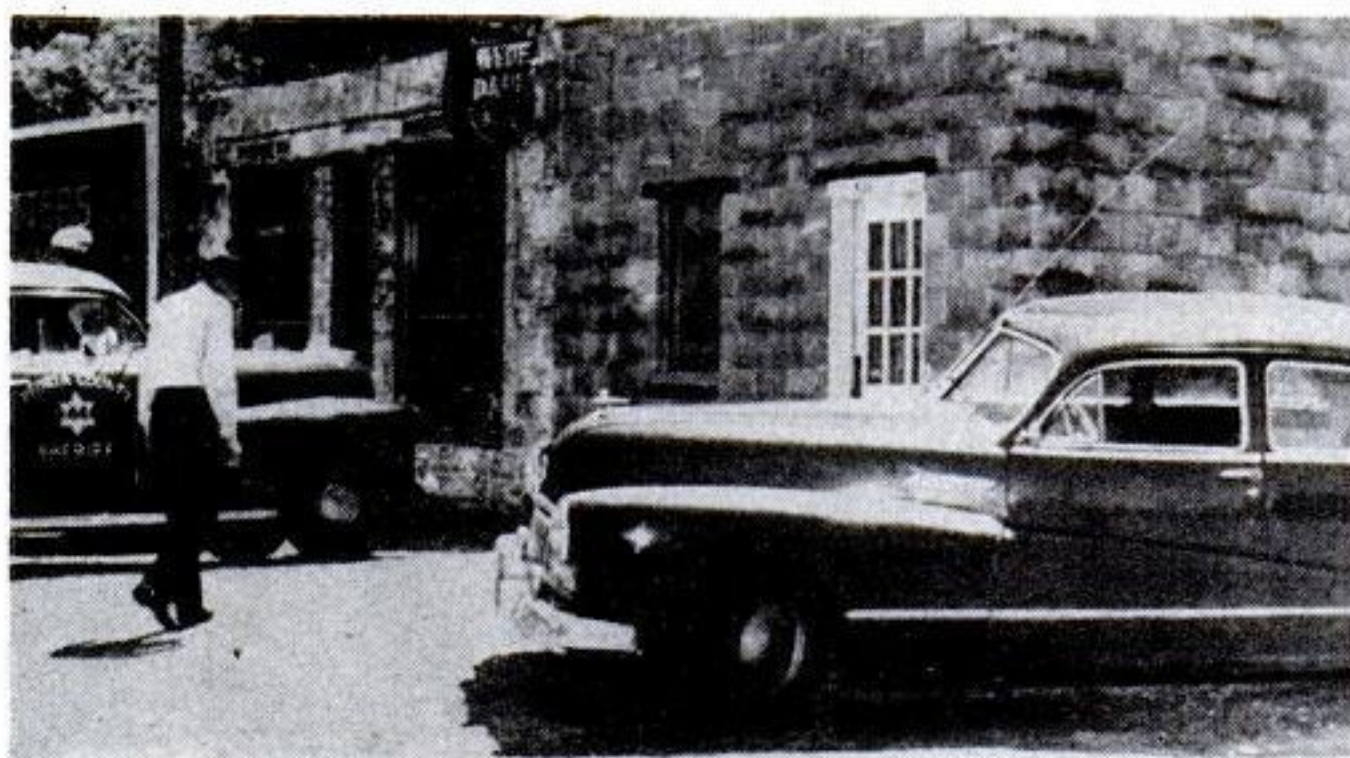
U.S. **Howland**  
HAIR DRY  
SWIM CAP  
Product of  
UNITED STATES RUBBER COMPANY

The Sheltons CONTINUED

## THIS IS WHERE THEY DIED



**BIG CARL**, brains of the Shelton clan, was gaily driving his jeep down this dirt road one sunny morning on Oct. 23, 1947 when a car pulled next to him. The next moment a Tommy gun's racket shattered the autumn quiet. Big Carl toppled from the jeep, crawled a few feet to a ditch behind the bushes at the side of the road and died near church where he once taught Sunday school. A bodyguard following, accompanied by Little Carl, had failed to protect Big Carl.



**BERNIE**, roughneck of the clan, on July 26, 1948 walked out the white door of this building, a gambling den he owned in Peoria, a hundred miles from home. From the woods 109 feet away, a marksman squeezed the trigger of a high-powered rifle, and there was one single loud shot. Bernie's chalk-gray suit turned crimson as he collapsed to the ground. The assassin vanished, as have all the others, leaving Peoria officials as baffled as those in Little Egypt.



**ROY**, 65, oldest of the clan, was working the land of this field on June 7, 1950 when shots came whistling out of a clump of bushes. Roy fell from his tractor into the path of the harrow and disk (above). Again the killer slipped away, his job done. A hired man stopped Roy's tractor, then ducked behind it to escape further shots. Fluid from the bullet-punctured tractor tire made the dark spot on the ground of this melancholy scene of the latest Shelton killing.



## GUARD YOUR HAIR AGAINST Dampness Droop



Save re-doing time, resetting cost. Wear a Venida Hair Net and thwart the elements. Preserve that fresh, "just done" look all day — all evening. Perfectly matching shades in styles for every hairdo. Save by the dozen!

Colors 20c } single or } Grey, white 25c  
12 for \$2.25 } double } 12 for \$2.75  
mesh  
Hand-made of human hair

**VENIDA**  
The Guaranteed  
HAIR NET  
rules the waves

# TUMS

## Relieve Hangover

from OVER-SMOKING  
or  
from OVER-EATING

If you suffer Hangover of acid indigestion when you smoke too much, or eat too much rich food — do this: Slip a couple of Tums in your mouth. Tums soothe, sweeten your stomach. You feel better right away. So, get all the enjoyment out of life without acid indigestion worry. Get Tums from your druggist today. Only 10¢ a roll; 3 roll package a quarter.

**TUMS**  
EAT LIKE CANDY  
TUMS  
STOMACH DISTRESS  
for the tummy

Try a 25¢ Box  
NEED A LAXATIVE TOO?  
**Nature's Remedy**  
NR TO-NIGHT TOMORROW ALRIGHT

CONTINUED ON PAGE 42



Cabinets designed by Herbert Rosengren  
Gown by Cecil Chapman



The Du Mont Hanover—  
Handsome Hepplewhite Console.  
New Lifetone® picture on  
19-inch Du Mont Life-Size tube.  
203 square inch direct-view screen.  
Built-in FM radio.  
Plug-in for phonograph.

You should see **Du Mont** ...if only to establish  
a standard by which television may be judged

See Du Mont, television's finest instruments. Find out *all* that television offers.

Compare the Hanover—one of a distinguished line of new Du Mont Telesets.\*

Ask yourself: "Could I stay satisfied with less than a Du Mont—  
when a Du Mont costs so little more?"

**DU MONT**

*First with the finest in Television*

\*Trade Mark

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*The New Shape is the news*



**The new-shape short-cut . . .**  
good news for every woman who wants comfort plus prettiness. Beauty-designed to follow the sleek, smooth lines of 1950 fashions.

**The new-shape Modess box . . .**  
good news because it, too, has an idea behind the design. Shaped like many kinds of boxes . . . but *not* like a napkin box. Wrapped, it never reveals your secret. Another tactful feature . . . Modess now pre-wraps the boxes before they even reach your store.

Same number of fine napkins. Same price. Regular, Junior and Super Modess Sizes.



*Only Modess comes in the  
new-shape box...pre-wrapped*

*Color-Glint your hair*  
**WITH RADIANT LUSTRE!**

Hair has more radiant color, more sparkling life, more lustre, and combs easier, when rinsed with Golden Glint after each shampoo . . . it also hides or whitens gray.

For lovelier hair, try Golden Glint today. It comes in 11 glorifying shades, 1 colorless . . . is not a permanent tint or bleach.



Used by Millions  
for Over  
30 Years!

**GOLDEN GLINT** *Hair Rinse*

10¢ and 25¢  
packs  
everywhere

**RELIEVES PAIN OF  
HEADACHE · NEURALGIA  
NEURITIS**

**FAST**

The way  
thousands of  
physicians  
and dentists  
recommend



Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, it contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physician. If you have never used Anacin, try it yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

**Install a  
MILES PER GALLON  
& MOTOR TUNE-UP-GAUGE**



Fits all cars—permanent. Checks spark plugs—checks carburetor and 31 other motor adjustments. Registers miles per gallon at every speed.

Simple to read—Dial in 4 colors. No holes to drill—anyone can install in 1 minute.

Complete instructions furnished.

DE LUXE MODEL CHROME PLATED  
3 1/4" in dia. . . . . \$12.95

**GUARANTEED**  
SEND FOR YOURS TODAY—

*in 1 minute*

★ NEW  
★ ACCURATE  
★ GUARANTEED



2 1/4" in dia.

**ONLY \$7.50 P.P.D.**

**GALE HALL ENGINEERING, INC.**  
DEPT. 113 BOSTON—18—MASS.  
ONE OF THE WORLD'S LARGEST  
MFRS. OF AUTO TUNE-UP-GAUGES

**The Sheltons** CONTINUED



**ROY'S MOTHER** Agnes shown here at Bernie's funeral in 1948, is assisted from Peoria undertaker's parlor by daughter-in-law as her youngest son Delta (lower left) opens the door of the automobile which will carry her to burial.



**ROY'S BROTHER** Big Earl is escorted by state police to coroner's inquest following Roy's death. Though he has been twice wounded in the last two years, Big Earl says he will not hide, will stick it out in his farm home near Fairfield.



**ROY'S WIDOW** Blanche on the stand a few hours after her husband was expertly picked off by a sniper, tells the coroner, "There were not any threats. Roy got along with his help. I don't know who could have done this to him."

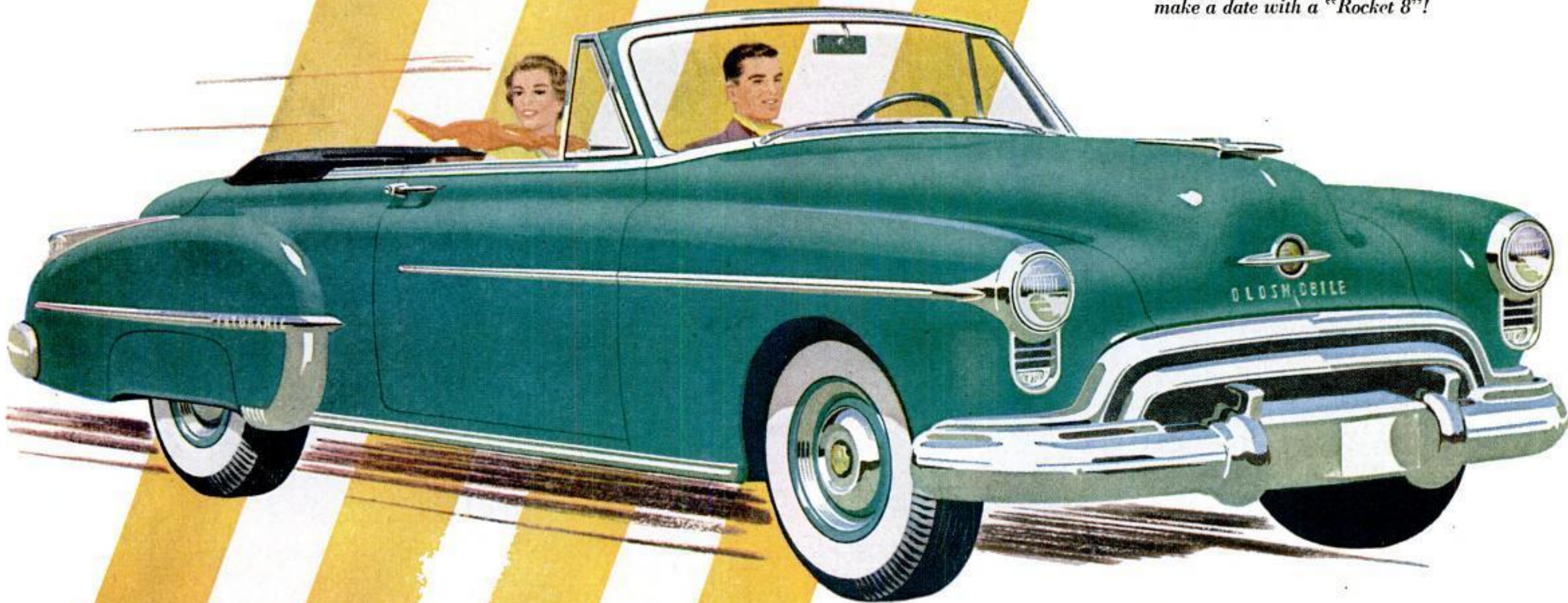


*Make a Date  
with a "Rocket 8"!*



## THE BIG NUMBER WITH THE NEW LOW PRICE FOR 1950

The hottest number on the highway—  
the most talked about car in America—  
that's the famous Oldsmobile "88"!  
*Now at an even lower price for 1950!*  
"Rocket" Engine action—most thrilling ever!  
Futuramic styling—fleet, smart, distinctive!  
Whirlaway Hydra-Matic\*—superbly smooth!  
*Now all yours at the lowest cost ever!*  
Take a demonstration drive tomorrow.  
Just call your Oldsmobile dealer and . . .  
*make a date with a "Rocket 8"!*



\*Whirlaway Hydra-Matic Drive,  
at reduced price, now optional  
on all Oldsmobile models.

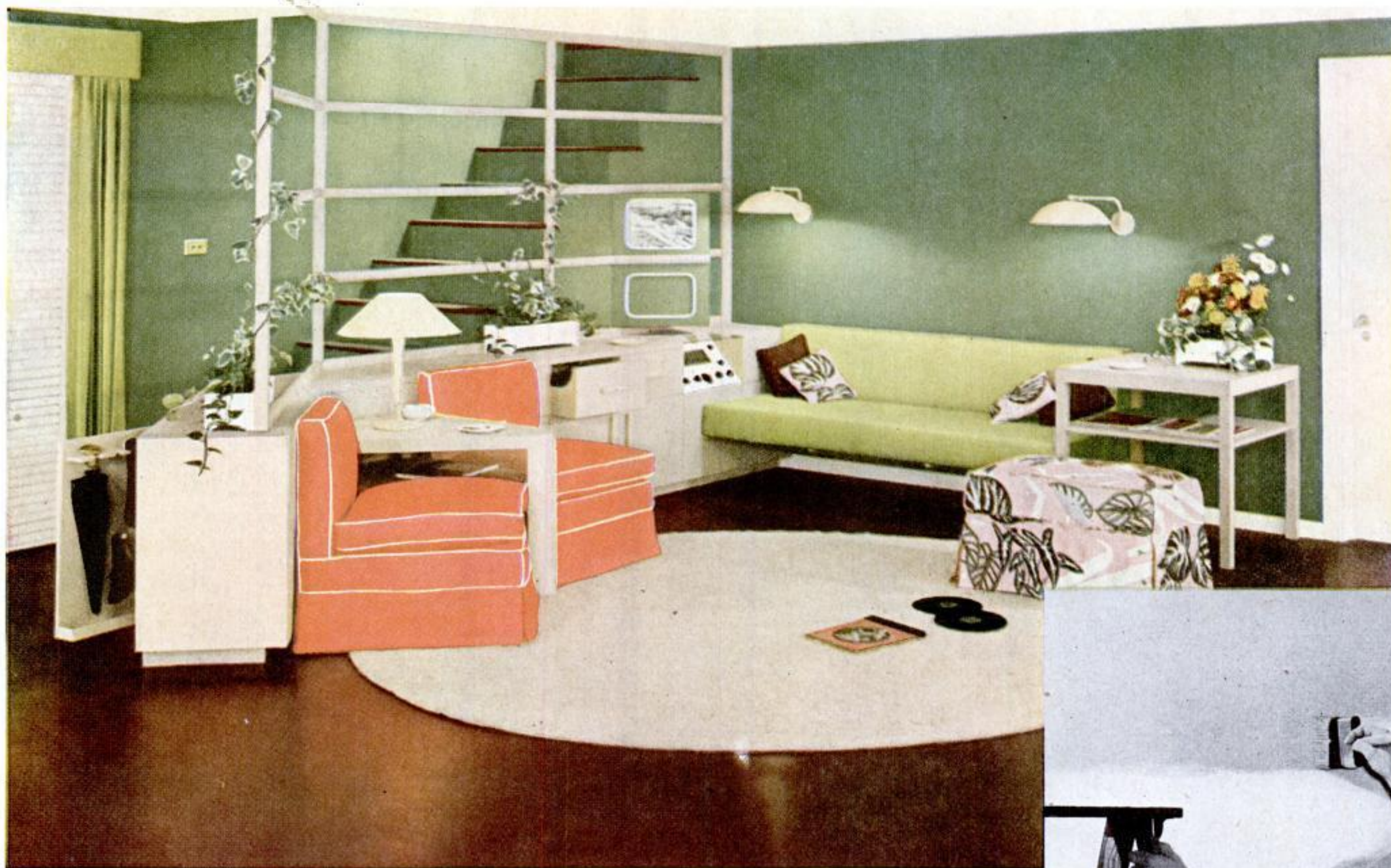
Compare it with any other car on the road  
for performance—for driving ease—  
for value. You'll be dollars ahead when  
you rocket ahead in Oldsmobile's "88"—  
*at 1950's new low price!*

A General Motors Value

# OLDSMOBILE



# All over America they are



In homes and apartments everywhere, people are enjoying rooms like this... beauty never possible before...

Dramatic Spred SATIN Deep Colors have been added to the Spred SATIN line to enable you to match any decorative theme you may prefer. Lush tropical hues, rich midnight tones, delicate pastels are available at your dealer's store. Stop in today, see a demonstration of this amazing new Glidden development—then try Spred SATIN at home and enjoy a delightful new experience in home decoration.

plus



**The easiest-to-use paint ever made — goes on in half the time!** Spred SATIN won't show laps or brushmarks no matter how often you stop and start painting. No offensive odor. Dries in 20 minutes!



Ready to Use,  
Stir and Apply



See this Amazing **SPRED SATIN** Washing Test at Your Dealer's. Remember, **SPRED SATIN** is made only by Glidden—Accept No Substitute!



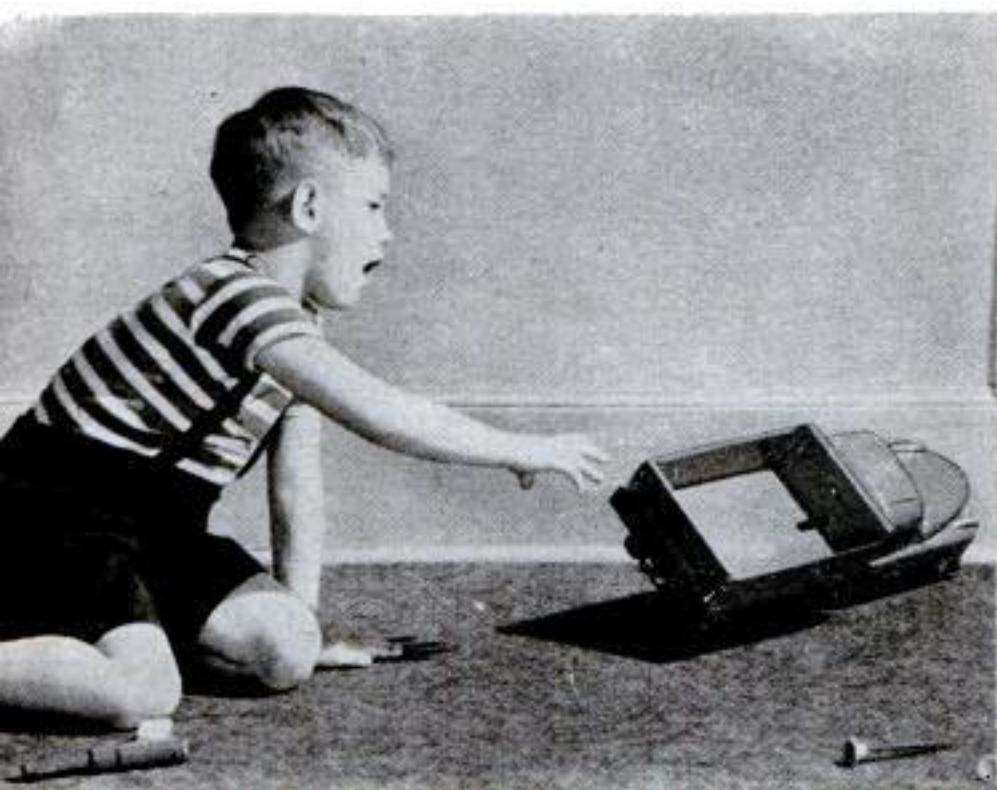
© 1950, The Glidden Company, Cleveland 2, Ohio



# doing wonders with the new wonder paint!

## Glidden SPRED SATIN

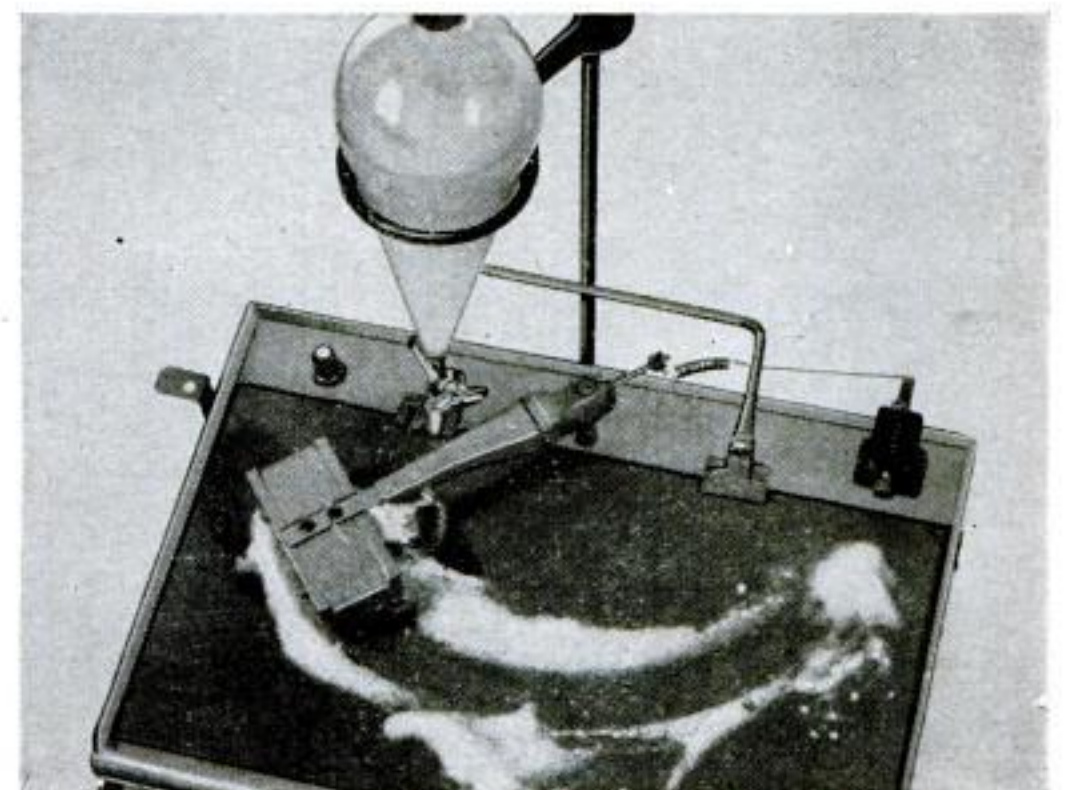
\*New thousands every week are learning the amazing results made possible by its exclusive emulsified synthetic rubber formula



**A "child-proof" wall and wood-work finish.** The durable, elastic Spred SATIN film won't chip or crack even under extreme abuse. It is less porous, resists dirt . . . stays clean amazingly long.



**Easy washing — even with mild soap and water!** Food stains, crayon and lipstick daubs—are easily removed from Spred SATIN. If stains are stubborn, use a strong washing compound or cleaner—you won't injure the SATIN film.



**...here's proof — it's scrubbable!** In rigid laboratory tests, a Spred SATIN pastel color withstood over 40,000 scrubbing strokes without change of color or texture. You can wash this amazing SATIN finish over and over again!

### STILL MAKING PAINT NEWS...

*Still setting sales records everywhere!*

Interior decorators, painting contractors, building maintenance specialists have hailed Spred SATIN as "the greatest paint development in decades." And homemakers who have hesitated to tackle the job of redecorating find it easy to get professional results. Don't be confused by advertising of "satin finish" paints. There is *only one* Spred SATIN, with emulsified synthetic rubber. Use it yourself and you'll agree — it's almost beyond belief.



# Glidden

LOOKS LIKE BAKED ENAMEL!

## JAPALAC ULTRA-WHITE ENAMEL

Really feels, washes and wears like the smooth gleaming finish on your refrigerator. A high-quality enamel at lower cost.

Dries in 3 to 4 hours. Available in 16 beautiful colors and a white that really stays white. For walls, fine woodwork and furniture.



*Pacemaker in Paints*

SPRED-Flat • SPRED-Luster • Ripolin Enamel • Spray-Day-Lite • House Paints: ENDURANCE • ENDURANCE IMPERIAL • Gliddenspar Varnish Industrial Finishes • Glidair Aviation Finishes • The Glidden Company, Cleveland 2, Ohio • In Canada: The Glidden Company, Ltd., Toronto





**SPREAD ON BEFORE SHAVING**



**GET FASTER, CLOSER SHAVES**

# IN HOT WEATHER...

## get top notch performance from your electric shaver



### Amazing preparation gives closer, more comfortable shaves

● Tests by thousands of men have proved that Lectric Shave—the amazing *before-shave* beard conditioner—gives closer, faster, more comfortable shaves with any type of electric shaver.

Try it yourself. You'll find Lectric Shave especially effective in the sticky, perspiry days of summer when close, comfortable shaves are most difficult to get. Just apply cool, refreshing Lectric Shave to your face—then plug in your electric razor and shave. Note how Lectric Shave improves your razor's performance—speeds up shaving, cuts down drag and discomfort.

You get top-notch razor performance because Lectric Shave sets up your shave with a remarkable four-way action:

1. It dries off sticky, razor-clogging perspiration.
2. It lubricates skin for more comfortable shaving.
3. It softens your beard for closer, better-looking shaves, and
4. It lubricates your razor's cutting head for faster, easier action.

### FREE—Try Lectric Shave at our expense

Lectric Shave is available at your nearest drugstore or toilet goods counter and costs less than a penny a shave! Only 49 cents, plus tax—enough for 80 shaves! Or if you prefer we'll send you a generous sample bottle—enough for a full month of shaving—*absolutely free*. Send your name and address to The J. B. Williams Company, Dept. LE-3, Glastonbury, Conn., U. S. A. (Offer good in U. S. A. and Canada only.)

### 9 OUT OF 10 THRILLED BY RESULTS



"With Lectric Shave, I shave much closer and faster—and get a cooler, more comfortable shave in the bargain," writes F. Ensminger, Jr., Newark, N. J.

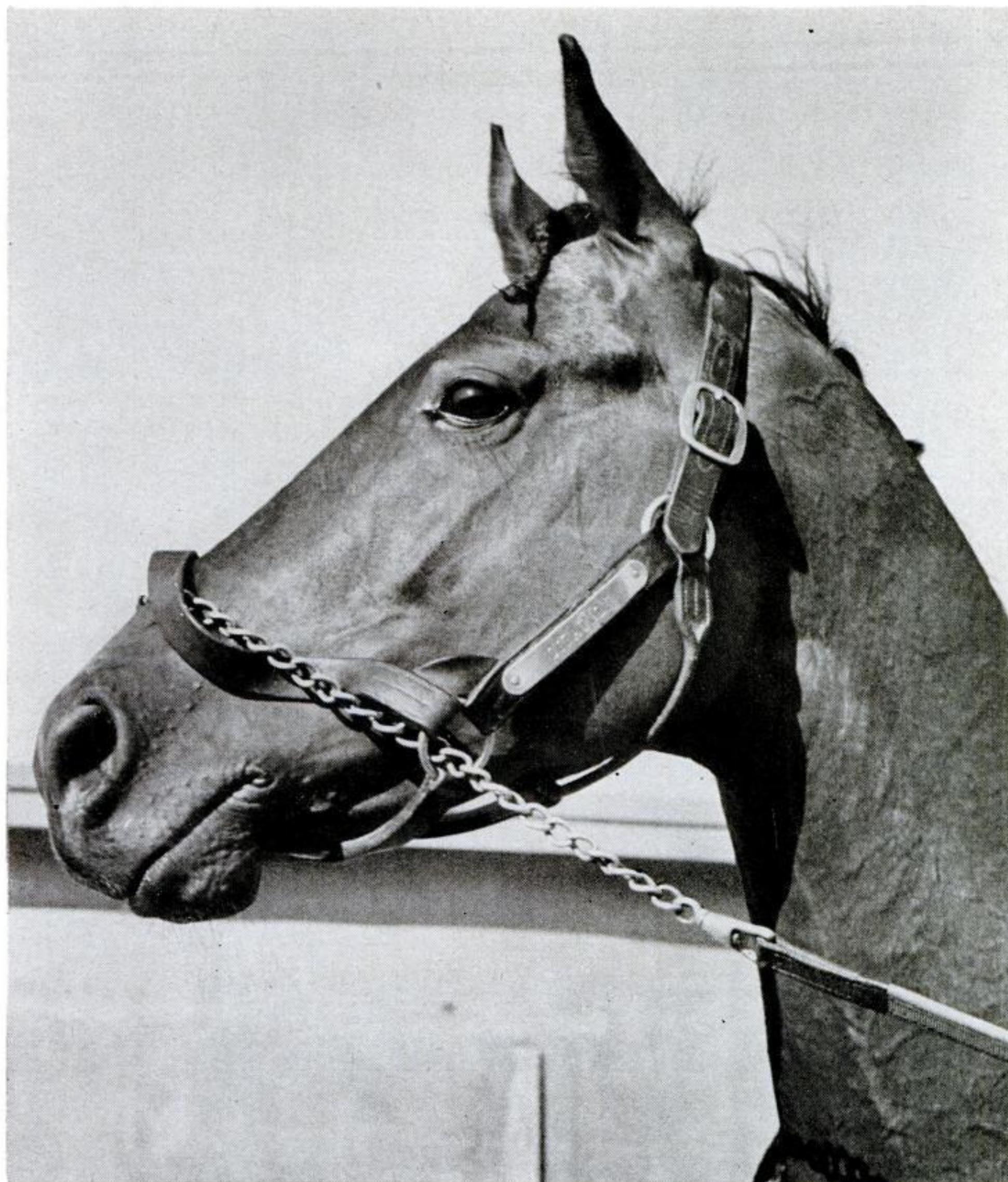


"I make a big saving in shaving time with Lectric Shave," reports G. Weaver, Jr., Orlando, Florida. "And there's never any shaver pull or irritation."



"I learned how really quick and comfortable electric shaving can be, even in hot weather, when I started using Lectric Shave," says J. B. Wines, Elko, Nev.





COOLING OUT AFTER HIS GREATEST PERFORMANCE, CITATION STANDS ALERT, UNTIRED AND DIGNIFIED

## BIG CY BUSTS TWO RECORDS

**Citation runs mile faster and piles up bigger money-winning total than any other horse in history**

At California's Golden Gate race course Citation plodded patiently to the paddock behind a pony wearing blue and red pompons. His head held high, Big Cy's face was a model of horsey composure. His trainer, Jimmy Jones, was the nervous one. Five times in a row his superhorse had failed to win races that would have helped him break Stymie's money-winning record of

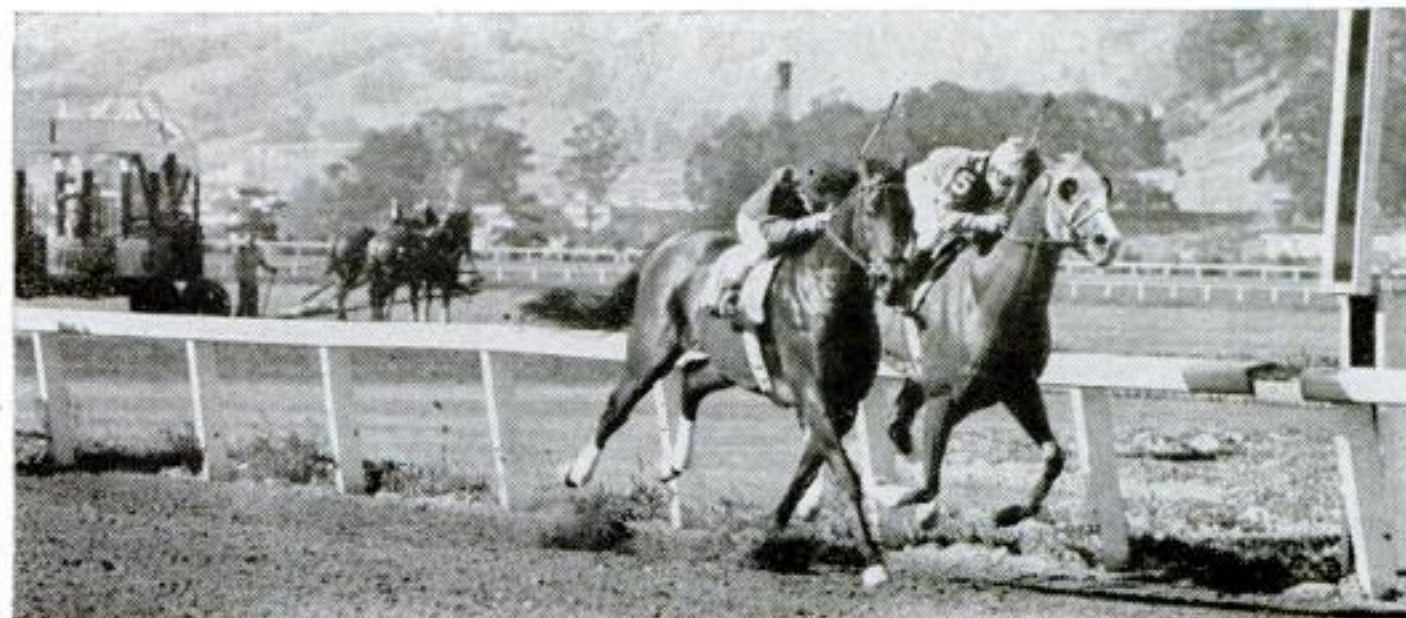
\$918,485 (p. 52)—and no one knew better than Jimmy that Citation's every race might be his last. Jones felt Big Cy's bad ankle that a year and a half ago had forced the horse into temporary retirement. He gave nervous orders to the jockey: "Don't let anything get too far ahead of you and make your move at the 3/8 pole."

During the race Trainer Jones sweated it out

(p. 49) as Bolero cut out a dizzy pace, unofficially breaking world's records for five and six furlongs as he went along. Then Citation got a firm whack from Jockey Brooks's whip. He moved by Bolero, outlasted him in a brilliant finish (below) and, in the greatest race of his life, set two new world records: a mile in 1 min. 33 3/5 sec. and a money-winning total of \$924,630.



**AT THE FIRST TURN** Bolero's sizzling pace put him three lengths ahead of Citation (next in line), who was under pressure to stay within striking distance.



**AT THE FINISH** Citation (left) drove ahead under vigorous handling to win by three-quarters length over a tiring Bolero, who also broke the old mile record.





*"It's sure a different business from my father's day"*

**"E**very time I hear somebody wish we had 'the good old days' back again, I'm thankful it's 1950.

"You see, I'm in a business that's come a long way since 'the good old days.' I'm Don Thrift, and I own the Thrift Liquor Store, 1638 East McDowell, Phoenix, Arizona.

"Sure, we had laws to regulate the sale of alcoholic beverages long before prohibition, but we still had a lot to learn. So we tried prohibition and *that* certainly wasn't the answer! All it gave us was fourteen years of gang wars, graft, bootleggers and bad liquor. It did teach us one lesson, though—it taught us that any law which denies an American his *personal rights* just won't work in these United States.

★ ★ ★

"Seems to me we found the only answer in 1933, when we brought back the legal right to drink, put teeth in the control laws, and

*made up our minds to act like grown-up men and women about drinking.*

"Just step into my store and you'll see how *right* that answer was—and is! My customers buy their favorite brands just as naturally as they pick up a box of candy or a bottle of perfume at the corner drug-store. They get good alcoholic beverages, made in spotless plants, plainly labeled as to type and age. Uncle Sam sees to that! And they serve drinks at home as a part of a normal, adult social life.

★ ★ ★

"The truth is, the alcoholic beverage industry has meant a lot to this country since repeal. It's meant over a million jobs with a 2½ billion dollar annual payroll, and it's paid over 30 billion dollars in taxes.

"To me, the best thing of all is the way people have lived up to their part of repeal. The average American today has learned

how to drink intelligently—as a grown-up!

"That's why I say 'It's sure a different business from my father's day'—thanks to *you!* Let's keep it that way!"

Don Thrift's message is sponsored by the producers and distributors of alcoholic beverages. As citizens and businessmen, we stand for the following aims in your community:

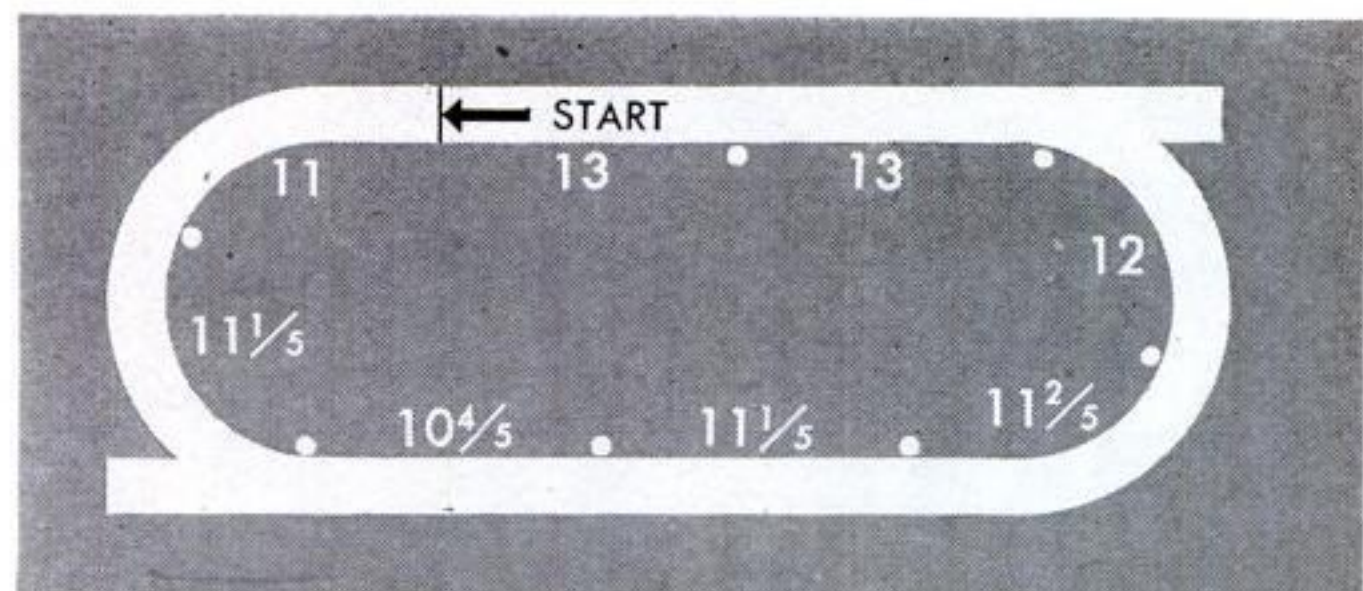
- the encouragement of moderation by word and by example.
- the licensing of only orderly places of business.
- the strict observance and enforcement of the law.

**LICENSED  
BEVERAGE  
INDUSTRIES,  
INC.**

10 East 40th Street,  
New York 16, N. Y.







TIMES MARK THE FURLONG-BY-FURLONG PACE OF THE GOLDEN GATE MILE

## HOW THE HISTORIC RACE WAS RUN

When a horse runs a furlong in 12 seconds, railbirds consider he is really running. Only the last two furlongs of the Golden Gate Mile were over this mark. Times in the chart above are Bolero's except for the last furlong, when Citation took over to set the record, which rubbed  $\frac{2}{5}$  of a second off that set last summer by his Calumet Farm stablemate, Coaltown. Partly responsible for the pace was the Golden Gate track, fastest in the country. Citation will stay out West for the \$50,000 Golden Gate Handicap, trying to edge closer to the \$1-million mark which Trainer Jones hopes his horse will reach before being retired to stud.



**CITATION'S TRAINER** Jimmy Jones watches grimly as Citation gets lick of the whip at the start and is forced wide making his swing around first turn.



**AT HALFWAY POINT** Jimmy forgets to use glasses. That morning Mrs. Jones complained, "He couldn't sit still long enough to eat his breakfast."



**IN HOME STRETCH** Jimmy almost smiles as Citation makes his winning move on outside. Says Jones, "When that horse loses a race, it likes to kill me."



CONTINUED ON PAGE 52



### What style

for a box camera—and what pictures! Just aim and press the new thumb-action shutter release; get wonderful black-and-white and full-color snapshots. Flash shots, too, with Kodak Photo Flasher. Camera, \$5.50. Flasher, \$1.55.

### New simplicity

in a folding camera. Factory-set, no adjustments to make. Just sight and press the built-in shutter release. Clear, sharp snapshots, both black-and-white and full-color, are that easy! Flash shots, too, of course. Camera, \$24.50 (other "Tourist" models to \$95). Flashholder, \$11.08.

## Most exciting Kodak cameras since snapshots were invented

All prices include Federal Tax

### Big news

in low-priced "miniatures." Just a neat little handful—but with lots of luxury features. Gives you sparkling color transparencies for projection and big full-color prints; or beautiful album-size pictures in black-and-white. Camera, \$29.95. Flashholder, \$11.08.



### For home movies

on a "snapshot budget." Kodak's new economy movie maker uses low-cost 8mm. roll film with easy, no-thread loading. Has  $f/2.7$  lens, built-in exposure guide; slow motion, too! \$79.

Eastman Kodak Company  
Rochester 4, N. Y.

Wonderful gift for any occasion—  
a Kodak or Brownie camera  
See your dealer



Copyrighted material



# *Be Miles Ahead...*

# DRIVE THE NEW 1950



**You could pay a \$1,000 more and still not get all the new beauty...  
extra roominess . . . famous dependability of this big 1950 Dodge**

EVERYWHERE you go you hear Dodge called the BIG VALUE CAR of 1950. In crisp modern styling, in roominess, in ease of handling and ruggedness this new Dodge makes your dollars go farther.

Here is design that means a smarter looking car, a more comfortable car . . . a car that is easier to handle in traffic, easier to park. Dodge interiors give you extra head room, shoulder

room and leg room . . . roominess that pays off in relaxing comfort every mile you drive.

What's more . . . you'll thrill to the flashing pick-up of the Dodge "Get-Away" engine . . . to the smoother performance of gyrol Fluid Drive, standard on all models at no extra cost.

But why just *read* about this wonderful new Dodge! *See* and drive it today.



**DODGE BIGGER VALUE!** Dodge Gyro-Matic is the world's lowest-priced automatic transmission. Experience for yourself Dodge driving ease . . . the freedom from shifting.



# *Be Money Ahead...*

# **BIGGER VALUE DODGE**



**DODGE BIGGER VALUE!** You step in or out through Dodge extra wide doors without stooping or twisting. No bumping your head crawling through "dwarf-size" door openings.



**DODGE BIGGER VALUE!** Huge new "Picture Window" in rear for safer driving vision. The wider rear tread means better road stability, added safety and greater comfort for you.

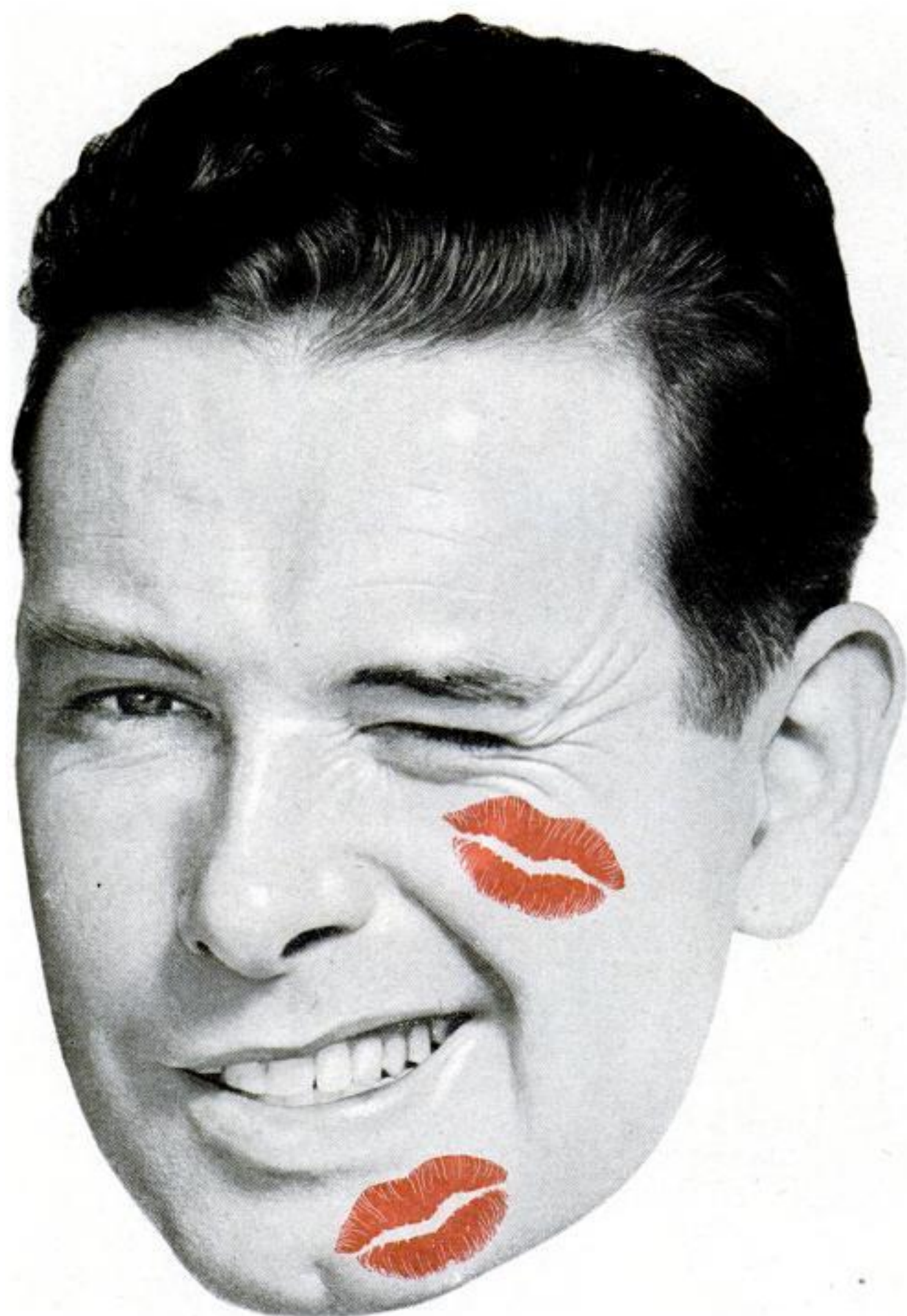


**NEW BIGGER VALUE**

# **DODGE**

*Just a few dollars more  
than the lowest-priced cars*





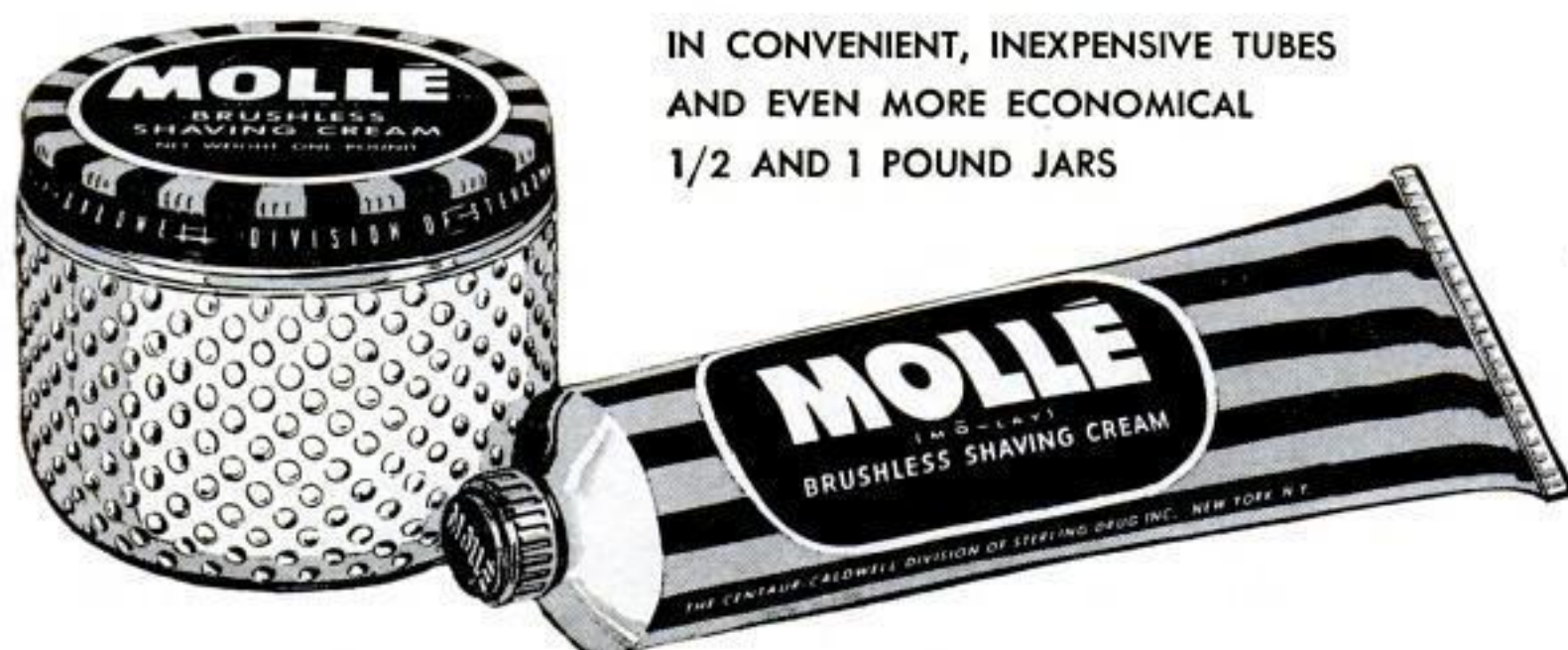
## IT PAYS TO USE MOLLÉ

the "TAILORED SHAVING CREAM"  
that guarantees face protection

COMPARE MOLLÉ with your present cream, and if Mollé doesn't give you a *quicker, cleaner, closer, cooler* shave . . . and leave your face feeling more comfortable and looking more "kissable" . . . we'll refund double your purchase price.\*

Because it is *heavier*, Mollé Shaving Cream is a match for the toughest beard! But, if *your* beard is light or if you prefer a lighter cream, Mollé can be "Tailored" to meet *your* requirements. You simply add water by leaving your face wetter.

Unlike many shaving creams, Mollé has no astringent action. Its emollient oils and beneficial sterols are your guarantee that your face will feel better . . . and also look better! Start today to use Mollé!



IN CONVENIENT, INEXPENSIVE TUBES  
AND EVEN MORE ECONOMICAL  
1/2 AND 1 POUND JARS

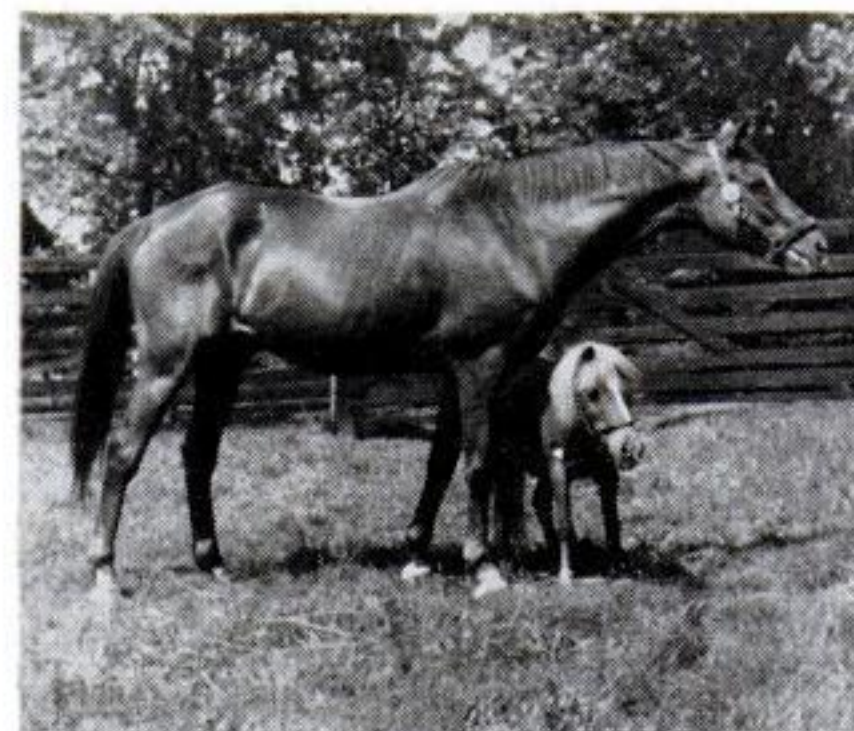
\*Return empty tube to The Centaur-Caldwell Division, P. O. Box 280, New York 18, N. Y.

Citation CONTINUED

## GREAT MONEY-WINNING HORSES



**MAN O' WAR**, greatest of all race horses, was retired to stud after two brilliant years (1919, 1920) of racing. During that time Big Red lost only one of 21 races, earned \$249,465.



**EXTERMINATOR** began racing in 1917, started 100 races, won 50 of them. Known as Old Bones, he ran for eight years when purses were far lower than today's and won \$252,996.



**SUN BEAU**, owned by Willis Sharpe Kilmer and trained by a long parade of men, thrived under anybody's handling. He was No. 1 money horse in the early 1930s with \$376,744.



**SEABISCUIT**, game old campaigner, built up record \$437,730 the hard way. After six topsy turvy seasons, he ran and won last race in the \$100,000 Santa Anita Handicap in 1940.



**STYMIE**, the iron horse of the big money-winners, raced 131 times in 1943-1949, won 35 races to collect his record \$918,485. In breaking that mark Citation ran 36 times, won 29.



For a treat  
instead of a treatment  
... Smoke  
Old Golds!

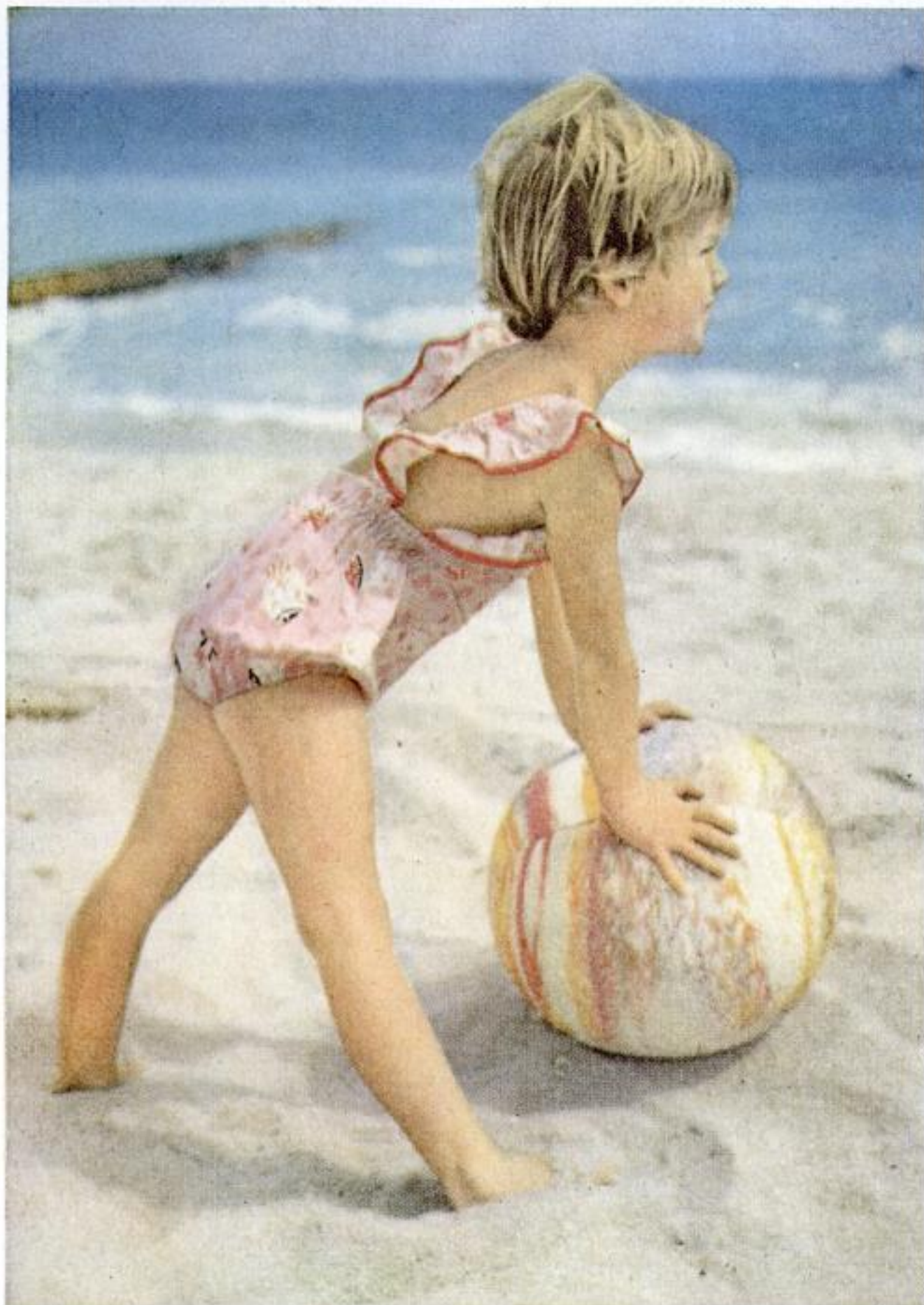
Old Golds  
are made by Tobacco Men  
not Medicine Men!

Old Gold  
cures just one thing:  
the World's Best Tobacco!

Nearly 200 years of tobacco know-how  
makes Old Golds the  
"Treasure of them All"!



## FASHION



**HUMPTY DUMPTY** print shows the famous egg before and after the fall on pink background. Bloomer style suit is \$3.95, with matching skirt, \$6.95.



**ANGEL-WING RUFFLES** on shoulders dress up the solid color suit at left, with all-over shirring (\$3.95), and leaf print suit (\$4.95) shirred only in back.



**DWARF DIMENSIONS** of suits are accentuated by the size of sea gulls. Matletex process allows them to "grow" with growing girls so suits in small, medium or large

# Little Girls'

A great many little girls this summer are giving up their habit of dressing like tomboys for the beach. Instead of wearing bare-topped trunks like their brothers', they can choose from a collection of ruffled, feminine new bathing suits styled as carefully as those of adults and offered in such grown-up colors as shocking pink or violet. Those shown on these pages, by Cole of





sizes will last two or three years. Doubting mothers often buy size that looks right on the counter instead of the one recommended, later find it too large on the child.

# Sand Styles

California, are made by a process called Matletex which shirrs a fabric with Lastex thread so that it can expand or shrink according to the wearer's size. This has a very practical advantage, eliminating the need for buttons and allowing children to dress themselves. The suits are one-piece, can be bustle-backed, shirred or cut romper style. They all emphasize the leggy look.



**SHOCKING PINK** is used to make suit with a bow at square-necked bodice (\$4.95) and as trim on a bustle-back style (\$5.95) which has ruffled front bodice.



**TURQUOISE** bloomer suit with angel-wing ruffles (\$3.95) is made in same print as gray suit above. Both of these styles also come in pink, blue, yellow.



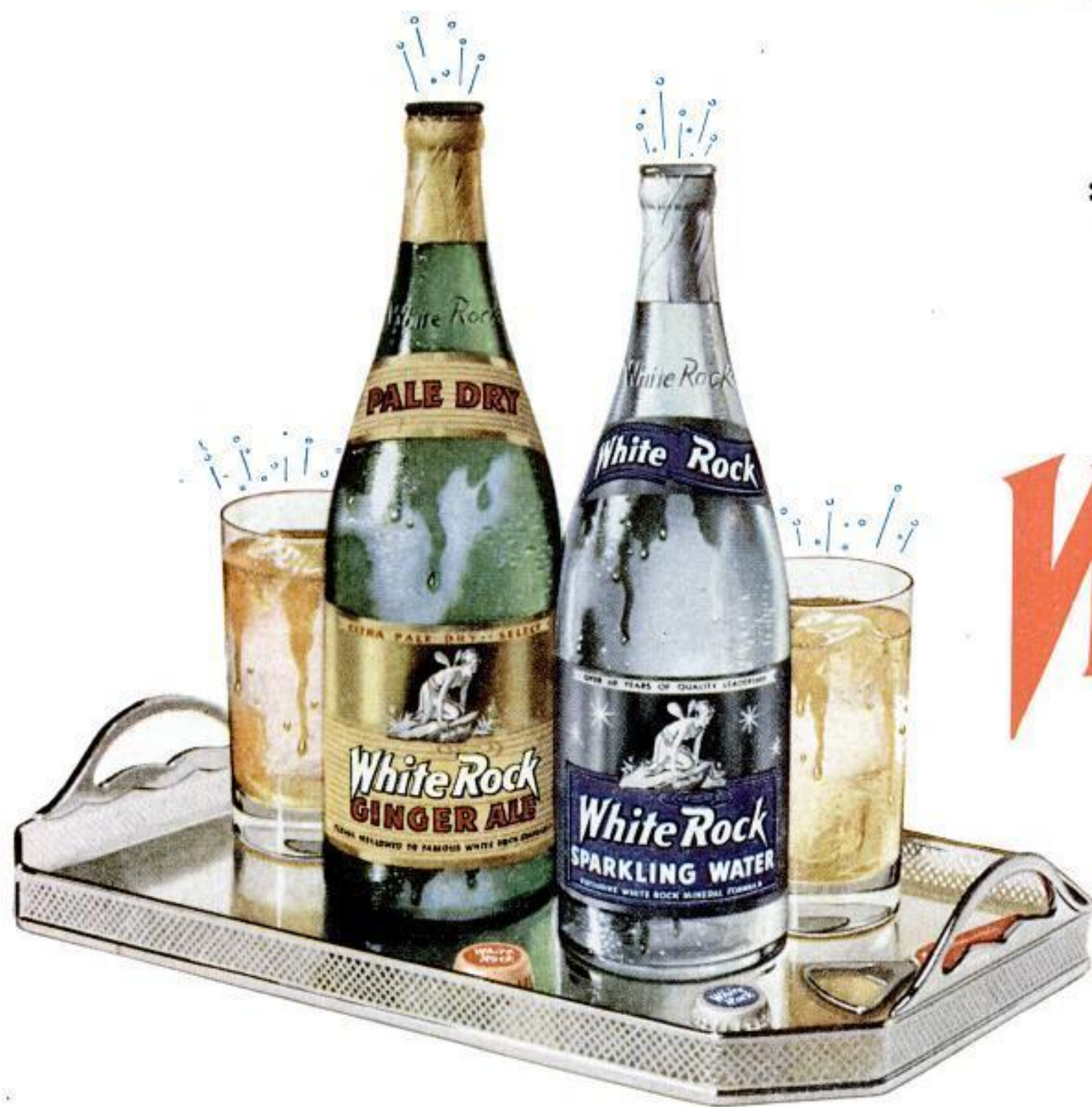
THE WHITE ROCK GIRL \*



\* For over half a century — symbol of  
America's Finest beverages

# White Rock

SPARKLING WATER  
PALE DRY GINGER ALE



WHITE ROCK COLA • ORANGE • LEMON-LIME • RASPBERRY • ROOT BEER • SAZ-ROCK • CREAM SODA • TOM COLLINS MIXER





SUN DOT SUIT HAS OUTSIZE POLKA DOTS (SACONY, \$3.95)

## SOME ARE SIMPLE

Some women decide at a very early age that they just are not the type for the fancy ruffles and pastels shown on pages 54, 55. Four-year-olds who prefer the tailored look can find straight-up-and-down suits, like those shown here and on the cover, that follow the current adult fashion for slim one-piece maillots (LIFE, May 15). These suits come in bold, straightforward colors like navy and white (*above*) or brilliant red and blue or green (*below*), are all shirred so that they stretch easily.



STRAIGHT LINE of an all-over-shirred suit by Cole of California (\$3.95) is broken by bright contrasting bands of color around middle, top and bottom.



This is the way you  
**see people  
and places**  
on the Santa Fe

not this way



For enjoyable "ground-level" (close-up) views of the colorful Southwest between Chicago and California...

For quiet privacy. For a choice of wonderful Fred Harvey meals...

For room to roam around when you feel like stretching your legs...

Go Santa Fe *all the way!*

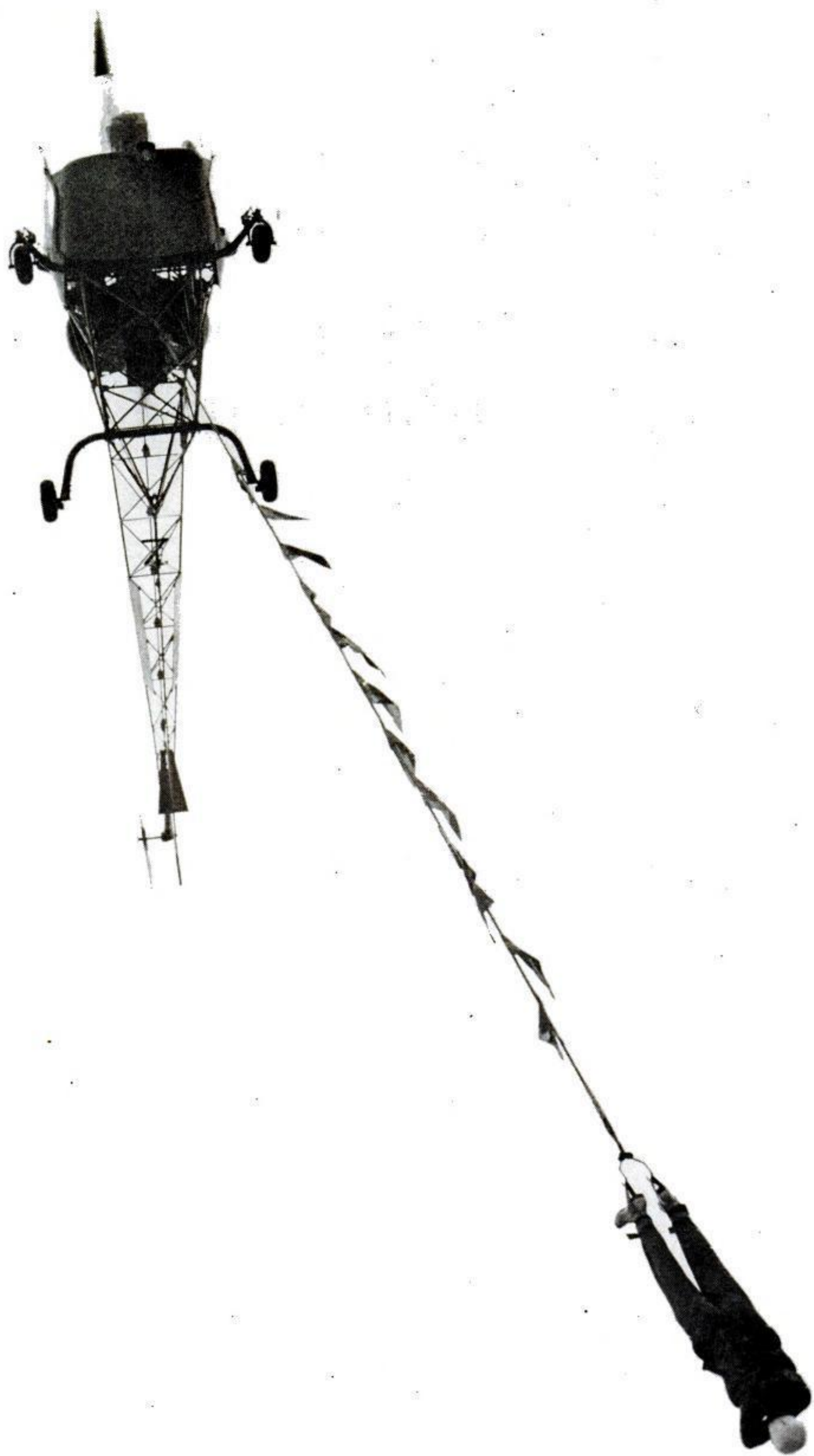
Remember, too, you board Santa Fe trains downtown—not out in the sticks. You leave on schedule in any weather, arrive safely, relaxed, refreshed.



Ride great  
trains through  
a great country

R. T. Anderson, General Passenger Traffic Manager, Santa Fe System Lines, Chicago 4





**SWINGING LIKE A PENDULUM** 300 feet in the air, LaRue works free from strait jacket. After

getting arms above his head, he picks at arm straps until loose, then slips the jacket over his shoulders.



FREE OF JACKET, LARUE FLINGS IT TO EARTH

## AERIAL ESCAPIST

**He gets out of a strait jacket while hanging from a helicopter**

In his lifetime 57-year-old Ramon ("Buddy") LaRue has been a private detective, a carnival fire-eater and a magician who, in one of his acts, froze his wife inside cakes of ice. Three years ago, feeling that his stunts were becoming too easy, he thought up something more challenging: escaping from a strait jacket while dangling upside down from a helicopter. At first the CAA refused to approve his venture but finally gave in on condition that he would put up \$300,000 insurance for bystanders. Last month LaRue performed his "escape in the sky" at the Milwaukee fairgrounds, got so much applause that he feels his act is now ready for the road. "Getting out of the strait jacket is not really so hard once you get your hands above your head," he explains. His biggest worry is that the helicopter motor may some day conk out. "If that happens," he says, "I have an arrangement with the pilot to sort of swipe me sideways along the grass rather than let the ship crash down on me."

**CONTINUED ON PAGE 61**



The New Cereal that has EVERYTHING!

# Post's SUGAR CRISP

AS A **CEREAL**  
IT'S DANDY!

FLUFFY PUFFED WHEAT WITH A SPECIAL HONEY FLAVORED COATING TOASTED ON—SO SWEET YOU DON'T NEED TO ADD SUGAR. JUST POUR ON THE MILK OR CREAM AND WATCH THE WHOLE FAMILY GO FOR THIS "HONEY" OF A NEW CEREAL!



FOR **SNACKS**  
IT'S SO HANDY!

SO QUICK, SO EASY. PERFECT FOR 'TWEEN MEAL, AFTER-SCHOOL OR BEDTIME SNACKS. IT'S GOOD FOR KIDS TOO—WHOLESOME WHEAT FOR NOURISHMENT, THE SPECIAL HONEY AND SUGAR COATING FOR FLAVOR, PLUS QUICK ENERGY. WHAT A COMBINATION!



A Product of  
General Foods



OR EAT IT  
LIKE **CANDY!**

IT'S FUN TO EAT PLAIN—RIGHT OUT OF THE BAG! IT'S SO SWEET AND CRISP YOU'LL KEEP ON NIBBLING AND NIBBLING. YOU JUST CAN'T LEAVE IT ALONE. PUT POST'S SUGAR CRISP ON YOUR GROCERY LIST NOW. IT'S THE NEW CEREAL THAT HAS EVERYTHING!

AS A **CEREAL** IT'S DANDY—OR EAT IT LIKE **CANDY!**



YOUR OIL CHANGE TIME IS DETERMINED BY MANY THINGS—WEATHER—MILEAGE AND THE WAY YOU DRIVE

YOUR SHELL DEALER GETS UNDER YOUR CAR'S HOOD AND CHECKS YOUR OIL

EVERY TIME YOU DRIVE INTO HIS STATION—WHEN HE SAYS "BETTER CHANGE" HE MEANS SHELL X-100

# Incomparable!



Corrosive Acid Action  
—not friction—causes up  
to 90% of engine wear.  
Millions of miles of use  
by motorists have proved  
that Shell X-100 Motor Oil  
counteracts acid action—  
prolongs engine life.

DRAIN-FLUSH AND REFILL YOUR CRANKCASE NOW WITH SHELL X-100 MOTOR OIL





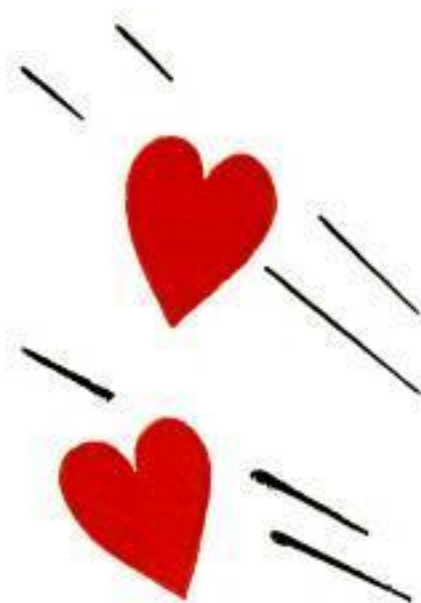
**TESTING EQUIPMENT**, LaRue pits his 135 pounds against his sky hook and rope. He receives \$500 a performance, half of which goes to helicopter pilot.



**WARMING UP**, LaRue stands on his head. He wears helmet as protection against a fall and upside-down letters on his shirt for identification while in air.

CONTINUED ON NEXT PAGE

# LOVE that RED HEART



the only  
**3-flavor**  
dog food  
U.S. Inspected



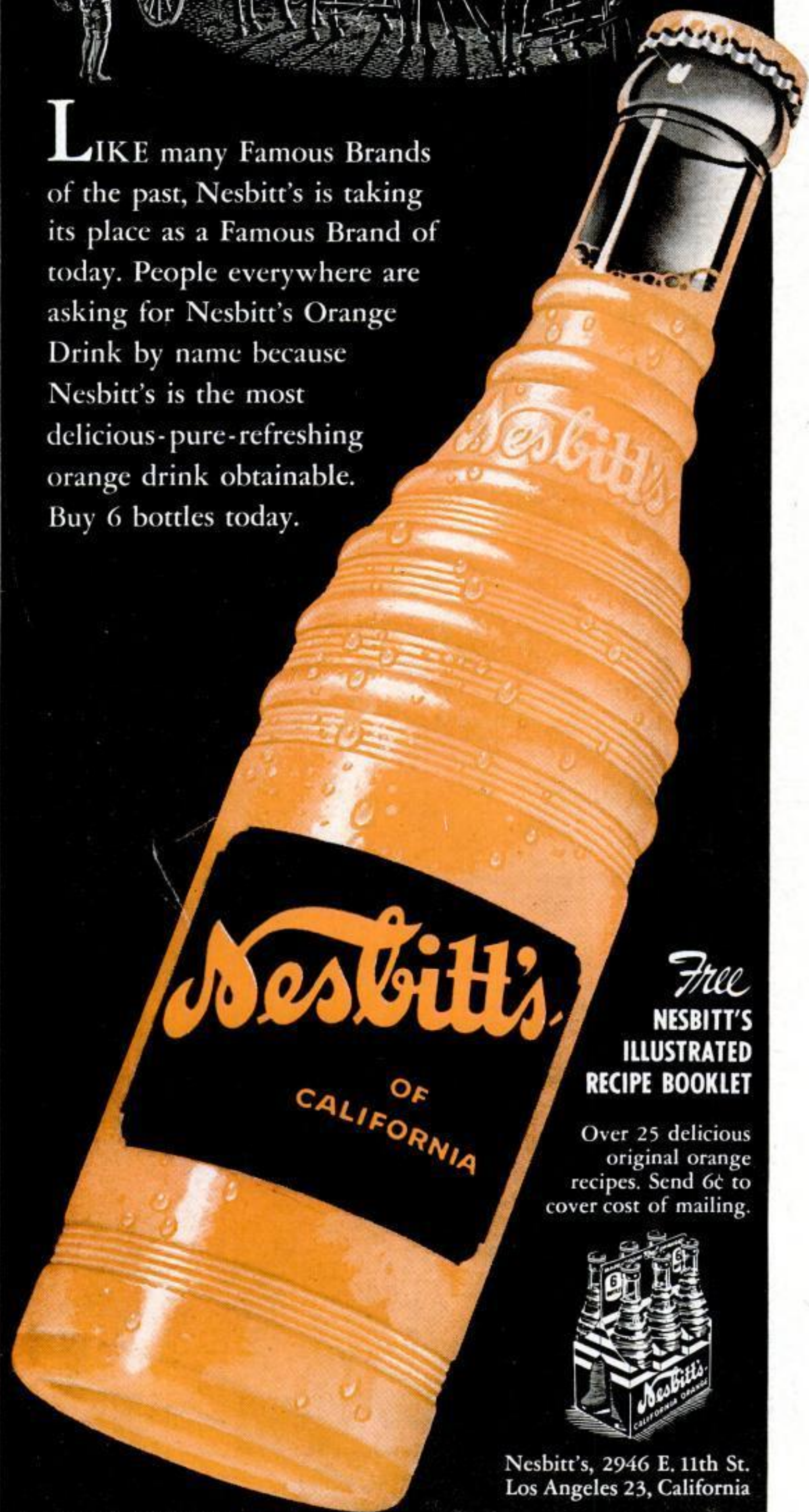
None finer! Complete, balanced diet to keep dogs healthy, plus variety to keep them happy! Same food, flavored 3 ways — beef, fish, cheese • John Morrell & Co., Meat Packers, Ottumwa, Iowa



# Famous Brands



LIKE many Famous Brands of the past, Nesbitt's is taking its place as a Famous Brand of today. People everywhere are asking for Nesbitt's Orange Drink by name because Nesbitt's is the most delicious-pure-refreshing orange drink obtainable. Buy 6 bottles today.



Free  
NESBITT'S  
ILLUSTRATED  
RECIPE BOOKLET

Over 25 delicious original orange recipes. Send 6¢ to cover cost of mailing.

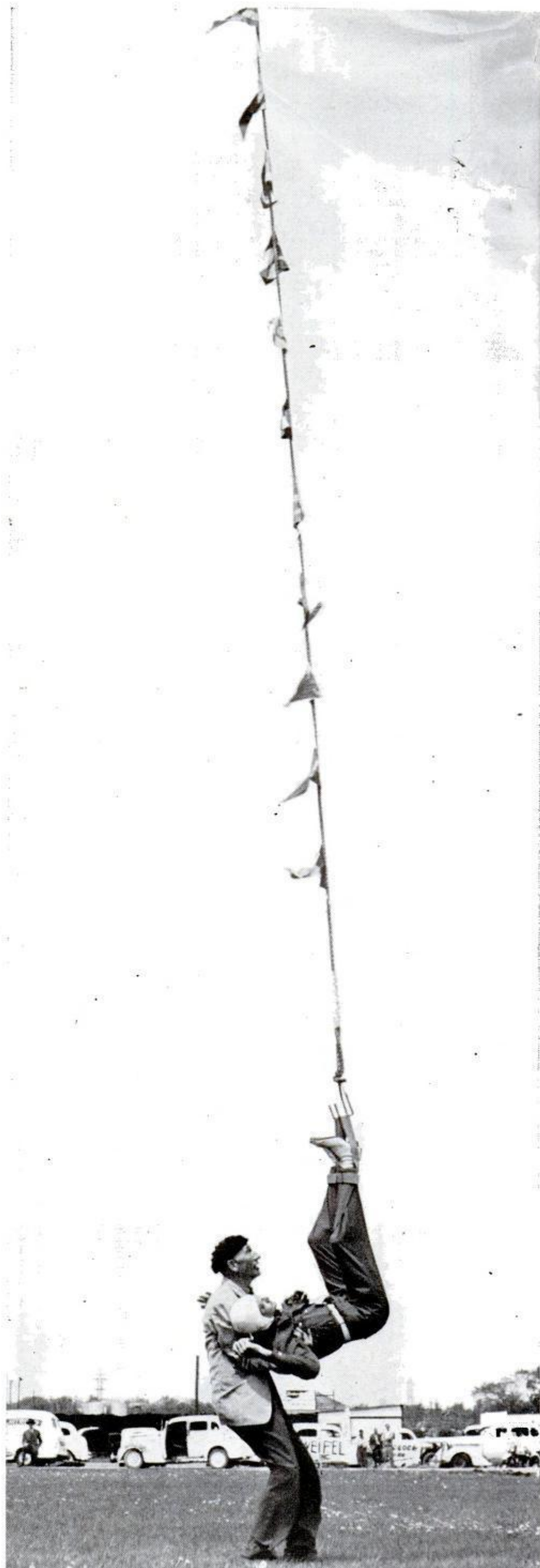


Nesbitt's, 2946 E. 11th St.  
Los Angeles 23, California

A SOFT DRINK

MADE FROM *Real* ORANGES

## Aerial Escapist CONTINUED



**CATCHING STUNTER** as helicopter descends, an assistant lowers him gently to ground. Without help, LaRue would be bounced on his head as ship lands.



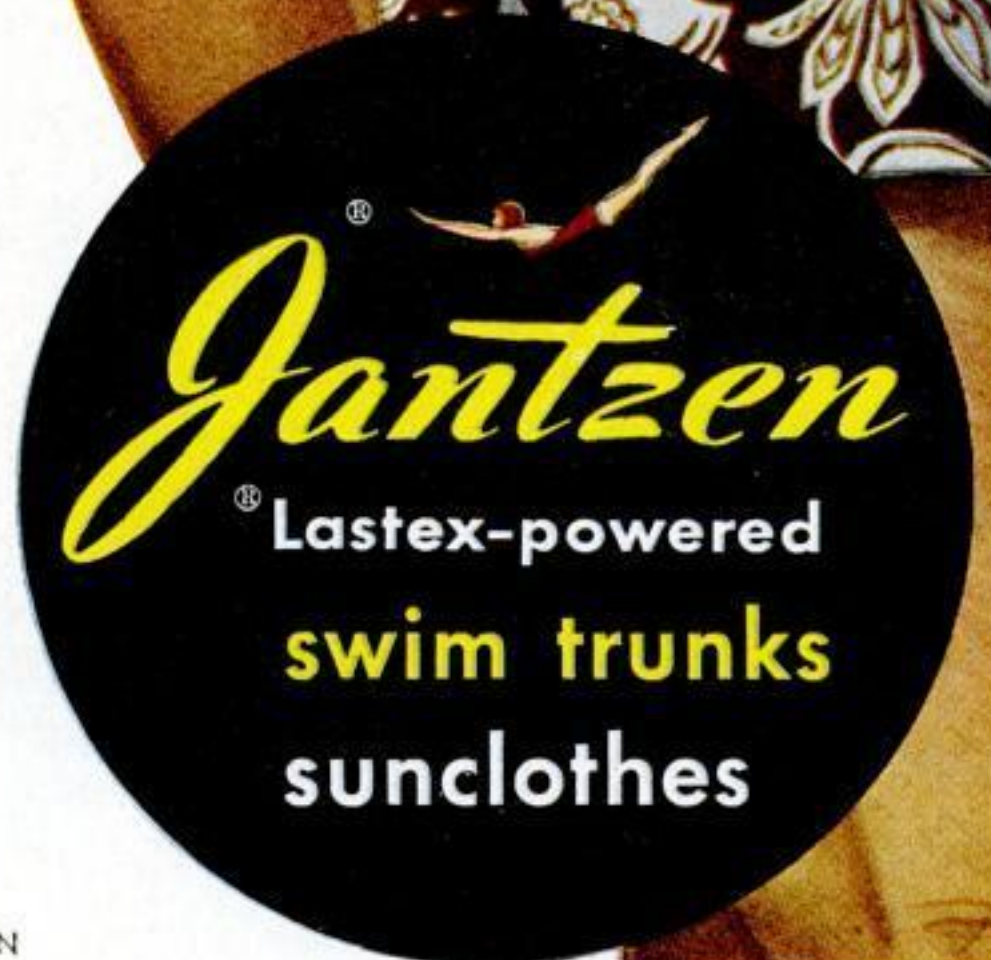
everything a man ever wanted!



a brand new look, cabana sets, walking shorts, hot-weather shirts, fast-drying nylon...everything with famous Jantzen fit! See the cabana set, far right, cool Sanforized cotton Honolulu-here-we-come shirt 5.95, boxer shorts 3.95...far left, Bermuda walkers, British-cut, tailored like slacks, in Sanforized cotton gabardine 5.95...deluxe nylon boxer swim shorts and marvelous "Nylastic" racers 4.95...mesh tee shirts 2.95...all these and more in the Jantzen line-up...at most stores.



TAN with JAN  
Oil or Lotion for a  
glorious copper tan



JANTZEN KNITTING MILLS, INC., PORTLAND 14, OREGON



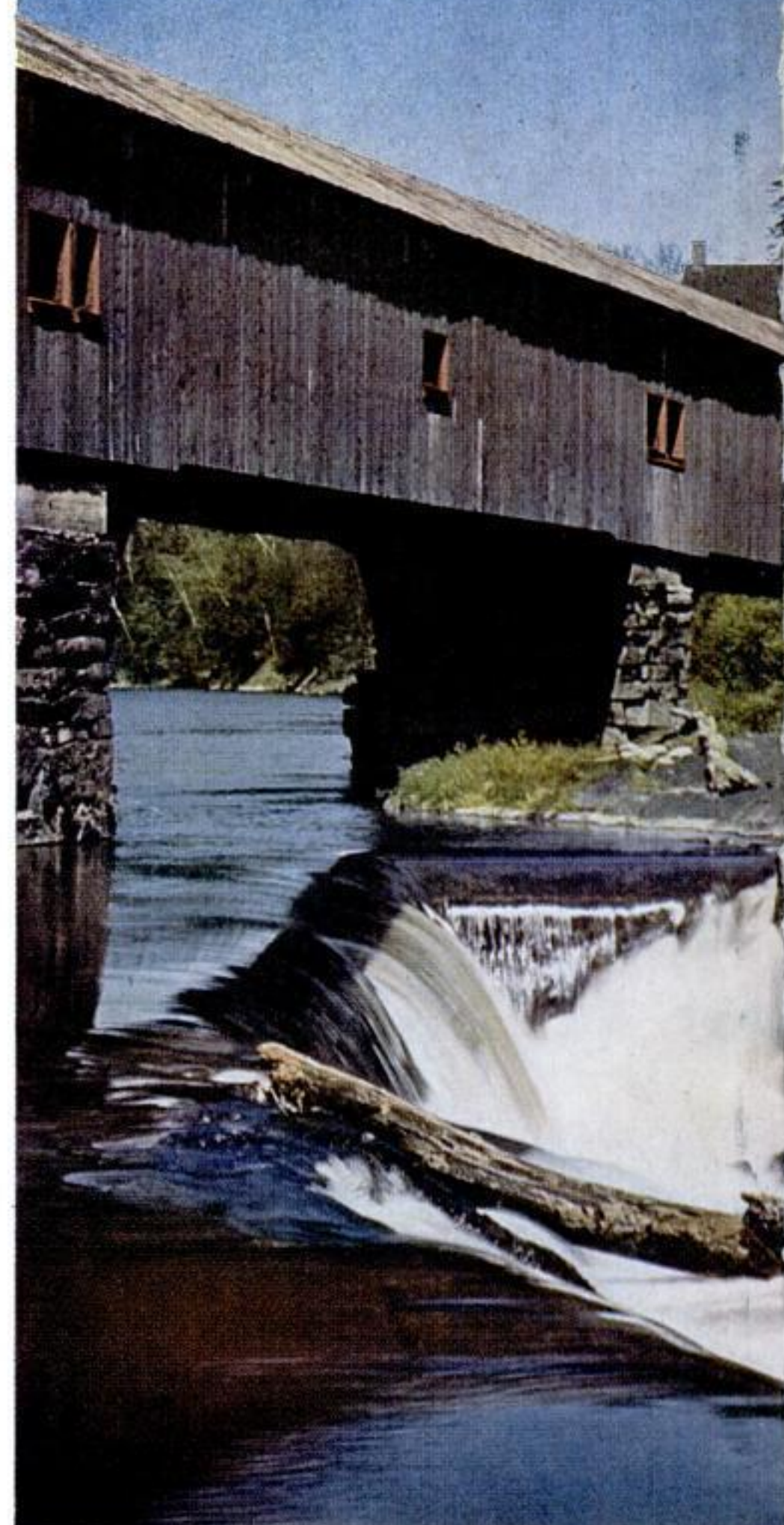
**Ask in Detroit!**



**In Detroit**, ask what tires car makers are putting on the new cars. You'll find they use more Goodyear tires than any other kind. And here's the reason

why: Tests by car makers have proved time after time that Goodyear tires are tops for all-around performance!

**Ask across A**



**Go anywhere** in the U.S.A. Ask what kind of tire motorists prefer. You'll learn that motorists from coast to coast buy more Goodyear tires than any other

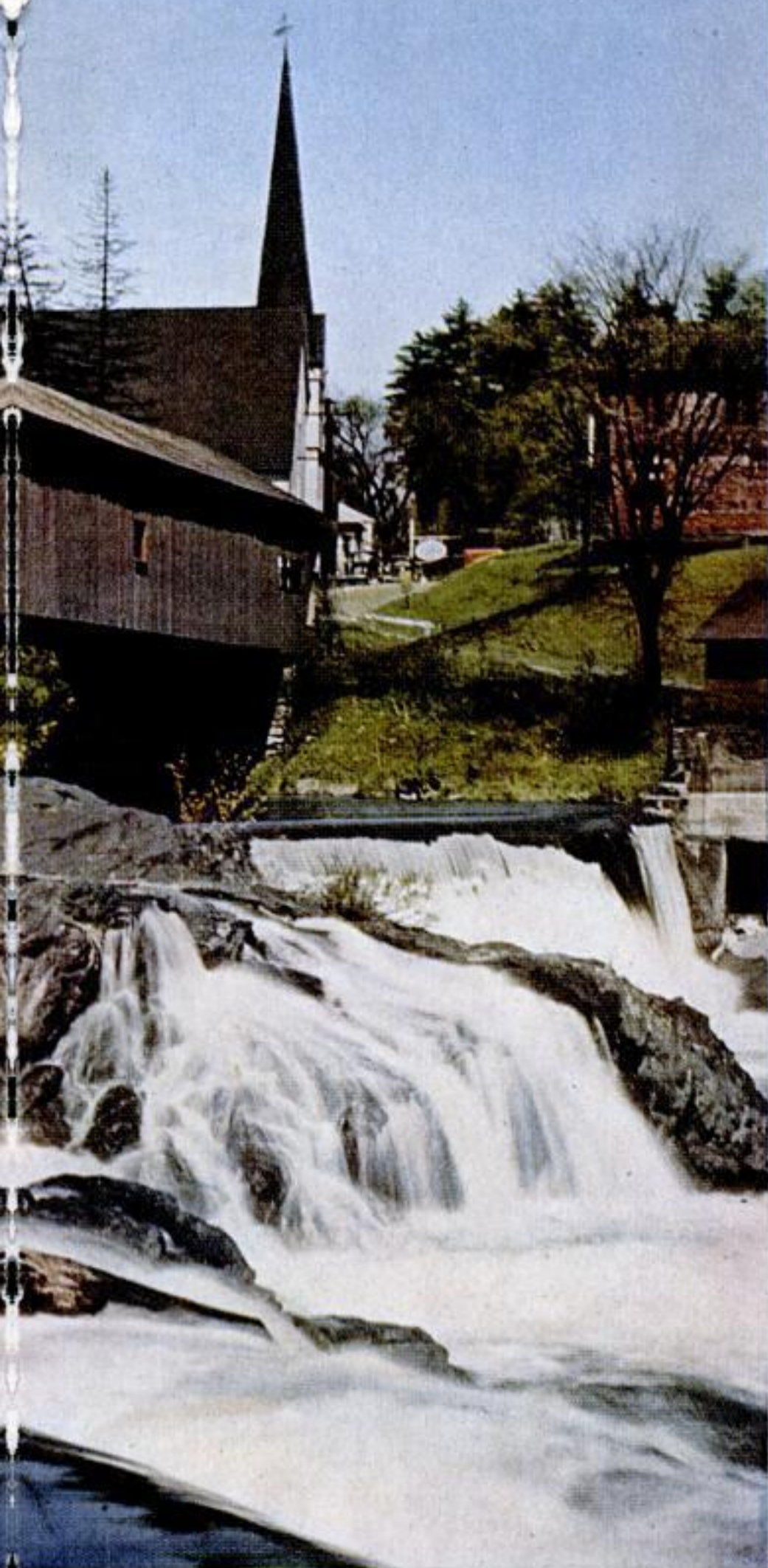
**More people ride on Goodyear tires than**

**GOODYEAR**

Super-Cushion T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio



merica!



kind. They've found that Goodyear tires simply can't be matched—for comfort, for safety, and for mileage!

Ask the wide World over!



Ask wherever automobiles are driven, and you'll discover that *more people the world over ride on Goodyear tires than on any other kind.* When you

buy tires, look for the Goodyear name. That's all you need to see to *know* you're getting the best tire value money can buy!

on any other kind

AR

**The Super-Cushion:** Preferred by leading car makers and the motoring public over all other low-pressure tires, the Super-Cushion is an important reason for Goodyear's continued leadership.





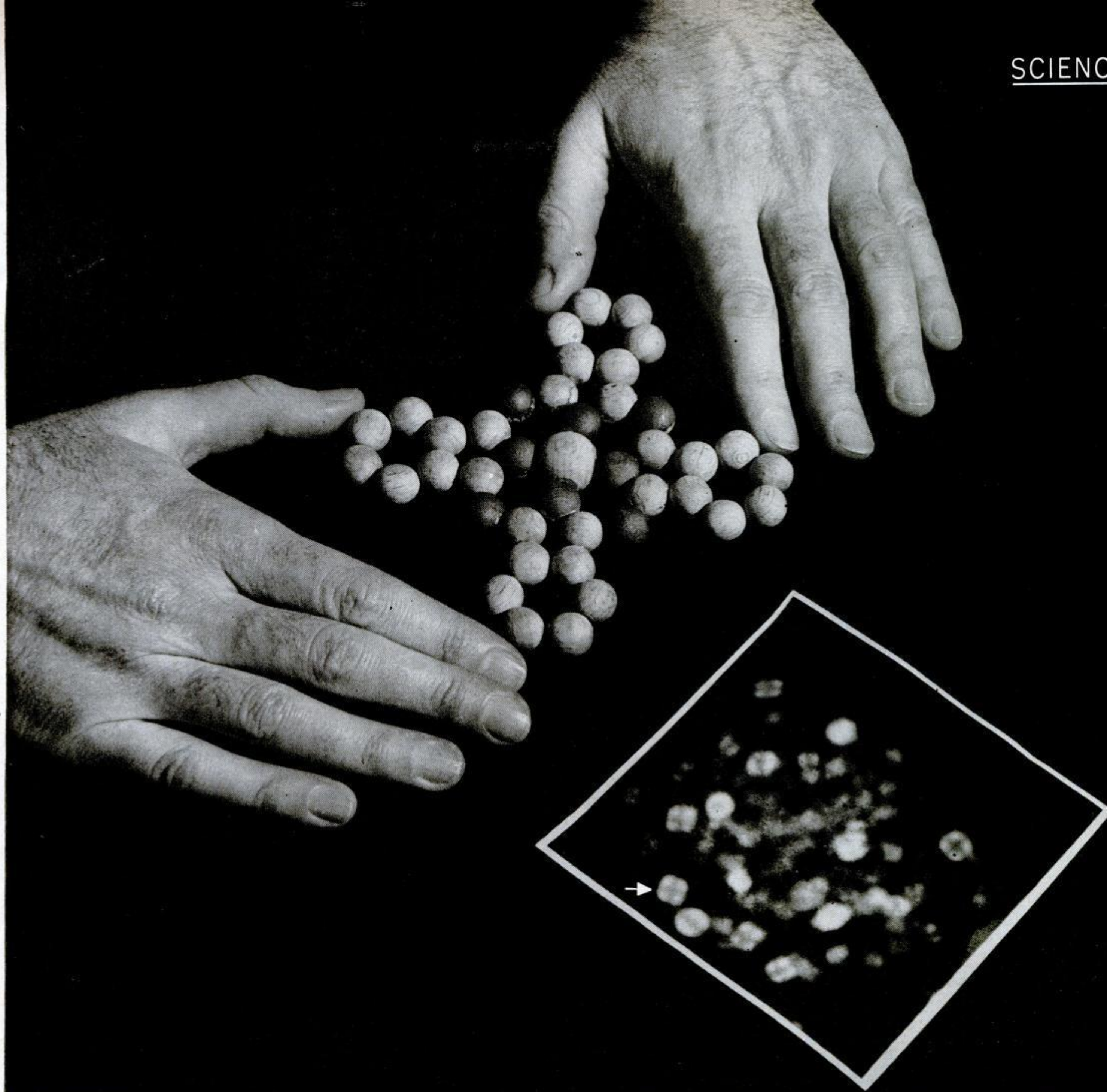
*It's loved alike by young and old  
It's m-mighty good—  
It's Meadow Gold!*



Like your strawberry ice cream co-o-ol  
and refreshing, and just chock-full of sweet, ripe strawberries?  
Then you want Meadow Gold—in this gay  
fruit picture package! Meadow Gold Ice Cream comes  
in *all* popular varieties, each in its own distinctive package.  
With pictures that identify the flavor at a glance.  
Ask for Meadow Gold at your favorite fountain  
or food store. And pick  
the flavor by the package!

# Meadow Gold Ice Cream





**INDIVIDUAL MOLECULES** of phthalocyanine are shown in a theoretical model and in enlarged Müller microscope picture (*arrow*). Attached to nitrogen

atoms (black balls surrounding central metallic atom) are four rings of carbon atoms (small white balls) which give segmented appearance shown in photograph.

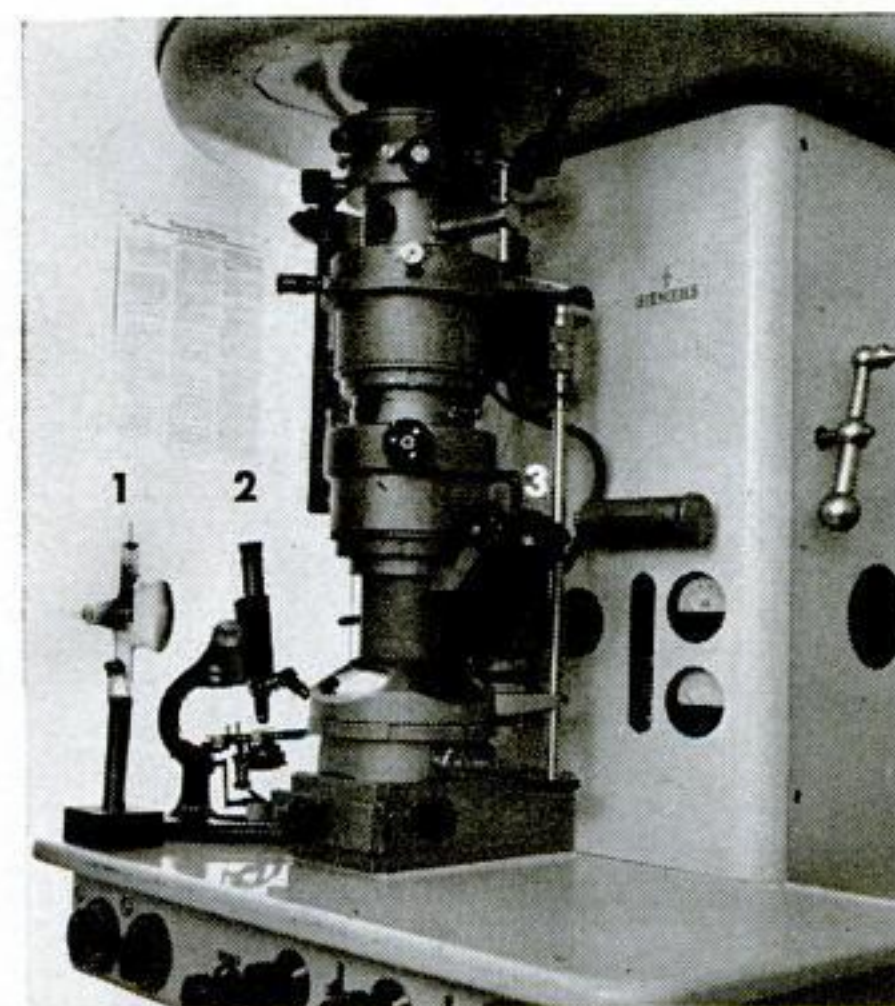
# SMALLEST MOLECULE EVER SEEN

**A simple microscope developed in Germany magnifies a million times**

The smallest speck of matter ever seen by man has recently been made visible by a 39-year-old Berlin physicist, Erwin Müller. It is a 57-atom molecule of a substance called phthalocyanine, which, when magnified a million times, has been found to have a four-leaf clover structure that approximates the shape of its theoretical model (*above*). This tiny molecule is about 50 times lighter than the smallest molecule (of approximately 2,000 atoms) so far observed by the ordinary electron microscope (*right*), up to now the best instrument for magnifying the minute.

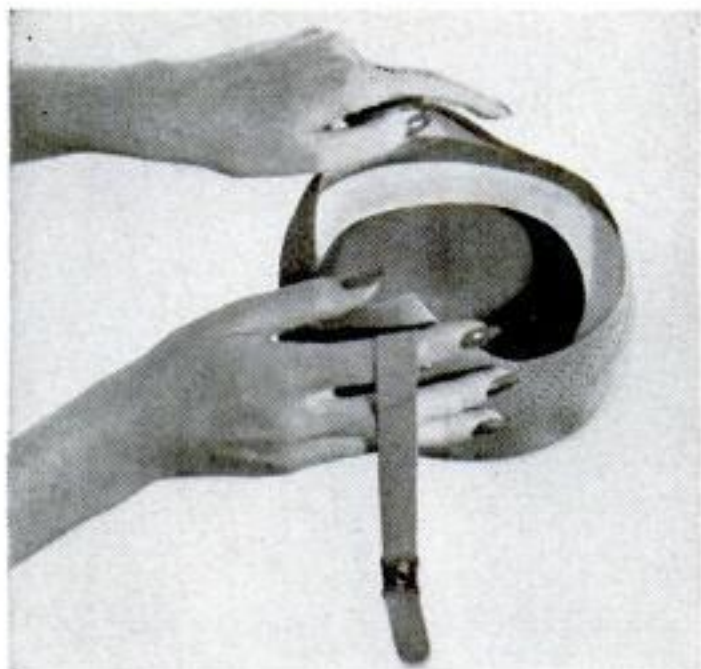
Müller's work was done with a small, easily-built microscope that uses no lens. It consists principally of a cone-shaped vacuum tube that

looks like a drugstore infrared heating bulb. At one end of the tube is a fine tungsten wire, its tip coated with the substance to be studied—in this case, phthalocyanine. An electric field causes the tungsten wire to give off electrons. These find their way through and around the phthalocyanine molecules and go on to hit the other end of the tube which, like a television screen, is coated with zinc sulphide and converts the electrons into visible light. The effect is to produce a magnified outline of the molecule on the screen. The images in Müller's microscope are not sharp enough to show individual atoms in the molecule. But they bring much closer the prospect of actually seeing an atom.



**THREE MICROSCOPES** contrast size of Müller's electron device which has neither lenses nor magnets (1), a light microscope with lenses (2), and standard electron microscope that uses magnets as lenses (3).





**No water gets past this magic inner rim..!**



You don't have to keep your head out of water to keep water out of your hair. All you need is one wonderful cap, Kleinert's Sava-wave.

it's guaranteed watertight.

Not a drop of moisture gets by the exclusive inner rim... permanently fused to the cap. Now you can go from diving board

to dance floor — without ever stopping to re-do your hairdo.

Wear Kleinert's Sava-wave just once... and you'll see why

it's the preferred millinery for mermaids... from sea to shining sea.

About \$1.00. Other Kleinert's Swim Caps from 59¢ to \$3.95.

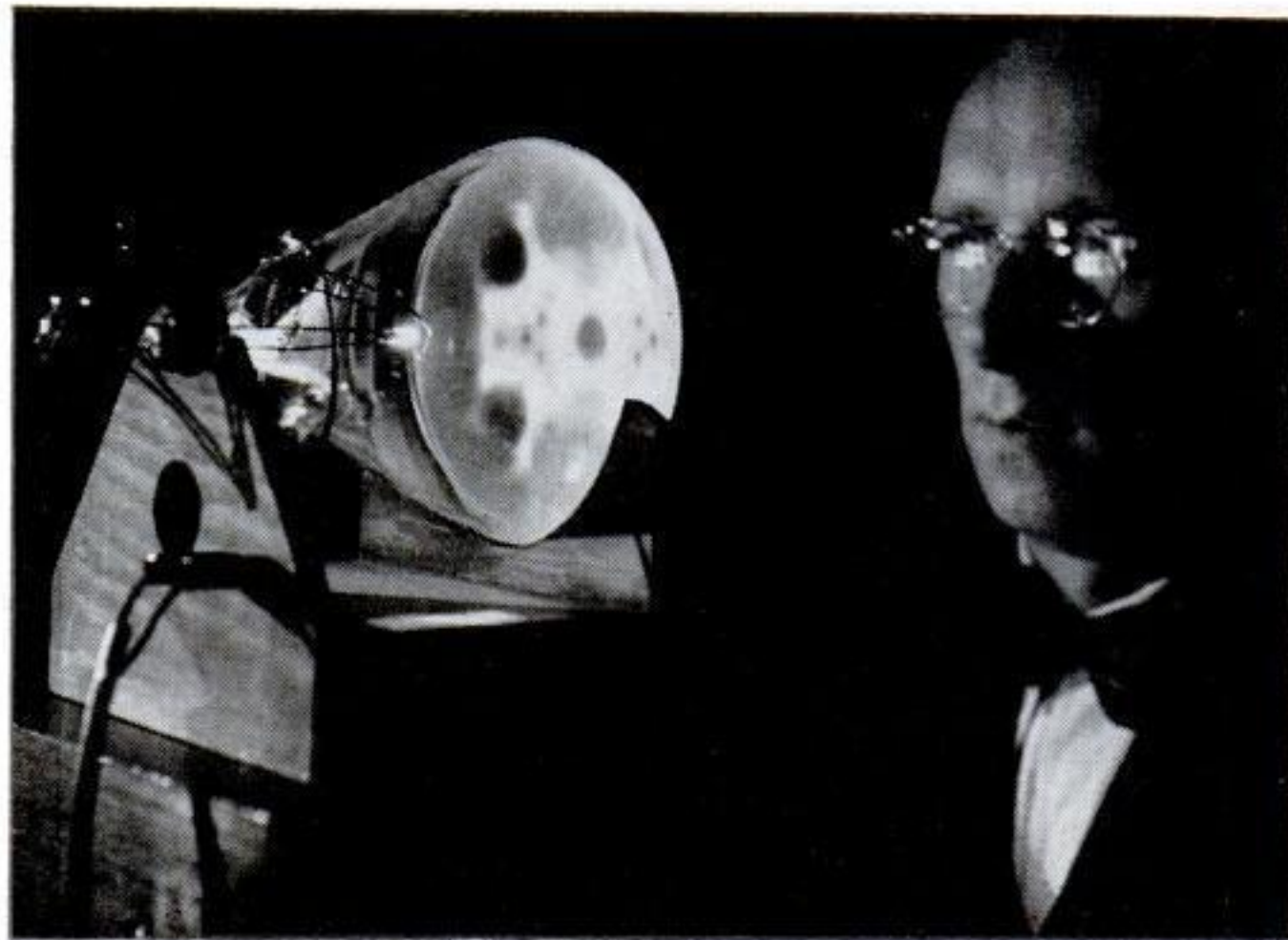
## \*Kleinert's Sava-Wave Swim Caps

PRICES SLIGHTLY HIGHER ON THE WEST COAST \*25

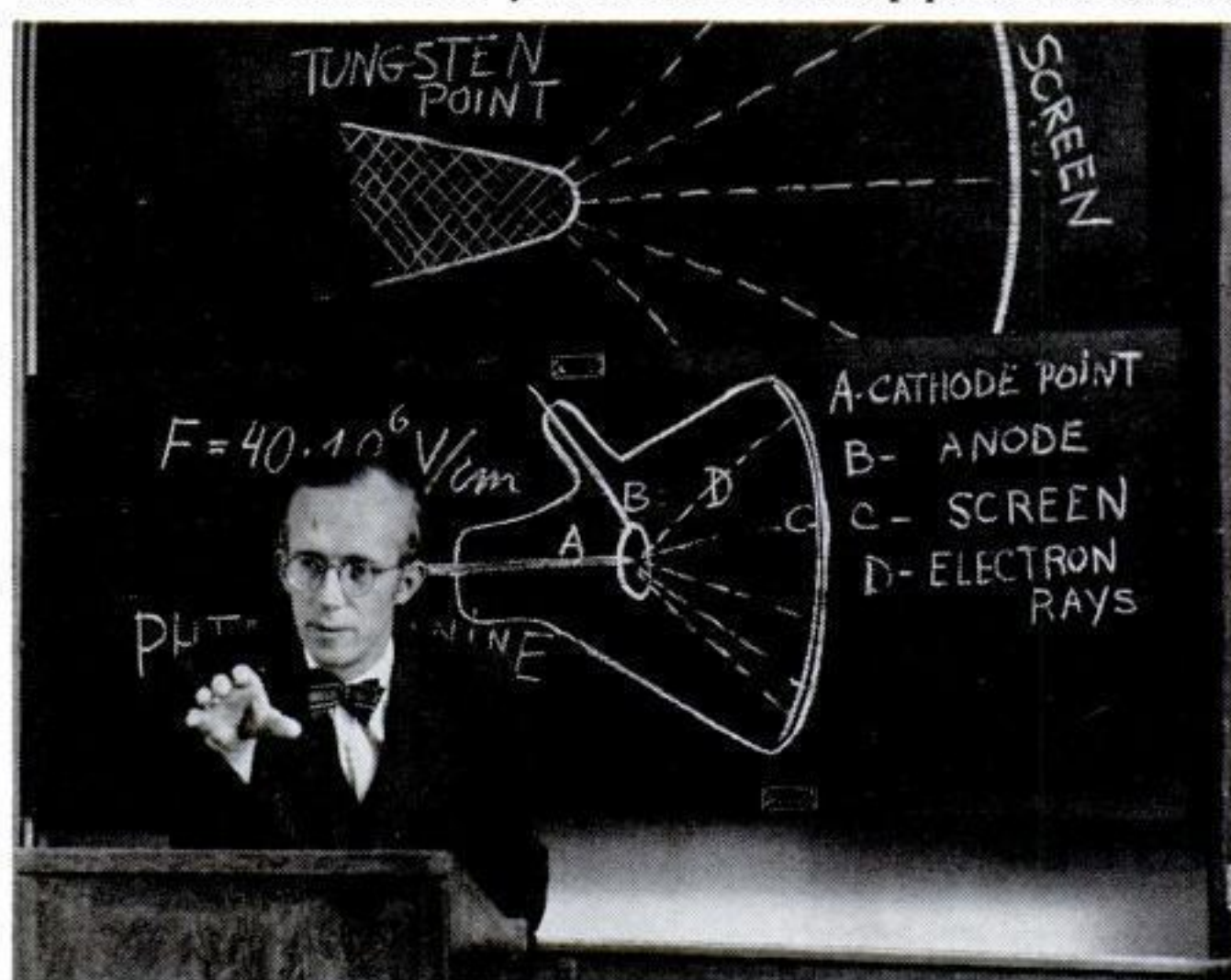


Says lovely Ford model Jean Patchett:  
"Now I can swim  
between modeling  
appointments.  
Sava-wave protects my hair  
by keeping water out."

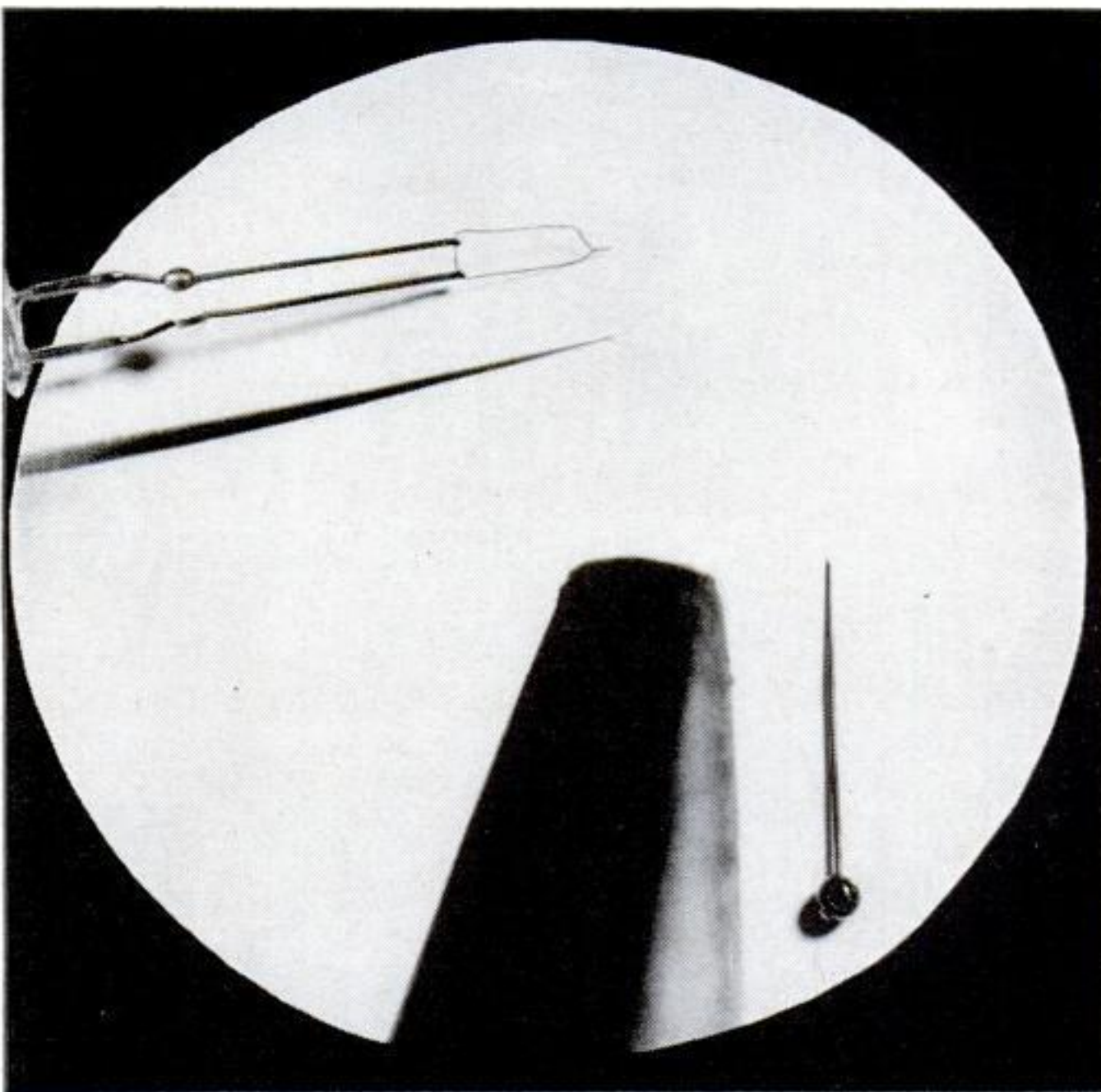
## Muller Microscope CONTINUED



**THE INVENTOR**, Dr. Erwin Müller, demonstrates tube of his microscope, which is explained below. He first worked on the instrument in 1936 but had to put it aside during the war. A native of Berlin, he is a protégé of Nobel Prize-Winner Gustav Hertz and has published five scientific papers on his research.



**THE PRINCIPLES** of Müller's microscope are outlined by blackboard drawing at Kaiser Wilhelm Institute: electrons from tungsten cathode (a) drawn off by voltage of anode (b) fly out in beams (d) toward screen (c). Molecules of substance coated on tip affect electron beam, cast their outline on screen.



**THE TUNGSTEN TIP** on which substances to be viewed are put (top) tapers off to a point invisible to the naked eye. It is shown next to a photomicrograph in which tip is enlarged 500 times. An idea of the fineness of tip is given by photomicrograph that makes ordinary pin (bottom) look like a cannon.

CONTINUED ON PAGE 71



*Just press the Button...*

# BUGS DROP DEAD!

## New BLACK FLAG Aerosol INSECT KILLER



**BLACK FLAG**  
PUSH BUTTON  
**Aerosol INSECT KILLER**  
CONTAINS 2% DDT  
KILLS FLIES MOSQUITOES  
AND MANY OTHER FLYING INSECTS

**\$1.39 EACH**  
One Black Flag bomb is a Season's Supply

IT'S HERE... the handiest, easiest-to-use insect killer you've ever seen... at a price *anyone* can afford! It's the *new* Black Flag Aerosol Insect Killer! Just a touch of your finger on the handy push-button releases a magic mist that's sure, sudden death for flies, mosquitoes, flying moths, gnats and other insect pests.

**NO MUSS, NO FUSS** with this neat, compact Black Flag Aerosol. It's ready to use instantly. No spray gun to fill... no spilling, no dripping, no staining of walls, curtains, drapes or rugs. You get all the insect-killing power of the famous Black Flag formula, plus the modern convenience of the push-button Aerosol bomb.

*NO spray gun to buy!*  
*NO dripping!*  
*NO staining!*

On Sale at Leading Stores Everywhere



**A PRODUCT FOR EVERY SPECIAL HOUSEHOLD NEED**

**COSTS LESS:** Black Flag is priced lower than high-pressure bombs!  
**DOES MORE:** Many times more efficient than ordinary sprays!



**FAST KNOCKDOWN, QUICK KILL!** Black Flag's combination of ingredients works fast — kills flies, mosquitoes, moths, gnats, wasps and other flying insect pests.

**6 TO 8 SECONDS SPRAYING** will clear the average room of flying insects. Just follow simple directions. Easy to aim the spray into corners, around light fixtures and lamps.

**SUPER-EFFECTIVE!** Black Flag Aerosol's death-dealing spray goes after moths and bugs wherever they are. Will also penetrate cracks and crevices to kill roaches, spiders, ants.

**GREATEST NAME IN INSECTICIDES!**



**FIVE IN ONE!** Most effective insecticide ever developed for general home use. Kills most common insect pests. Pint 69¢



**ROACH SPRAY** guarantees to kill every roach within 72 hours. Invisible surface film can protect the area for months. Pint 49¢



**5% DDT.** Top economy in a household spray with fast knockdown — quick kill. Contains active ingredients 100%. Pint 33¢



**SURE DEATH** for crawling insect pests! Contains Chlordane, more effective than DDT. Double guarantee. Pint 69¢



**ANTROL** Ant Traps and Ant Feeders attract and kill both grease and sweet-eating ants. Traps 15¢ Feeders 10¢



**SNAROL** for killing snails, slugs, cutworms, sowbugs, earwigs. Easy to use; will not injure vegetation. 1-lb. 35¢

BOYLE-MIDWAY, INC. • CRANFORD, N. J. • ATLANTA • CHICAGO • LOS ANGELES





OBVIOUSLY... AT HOME

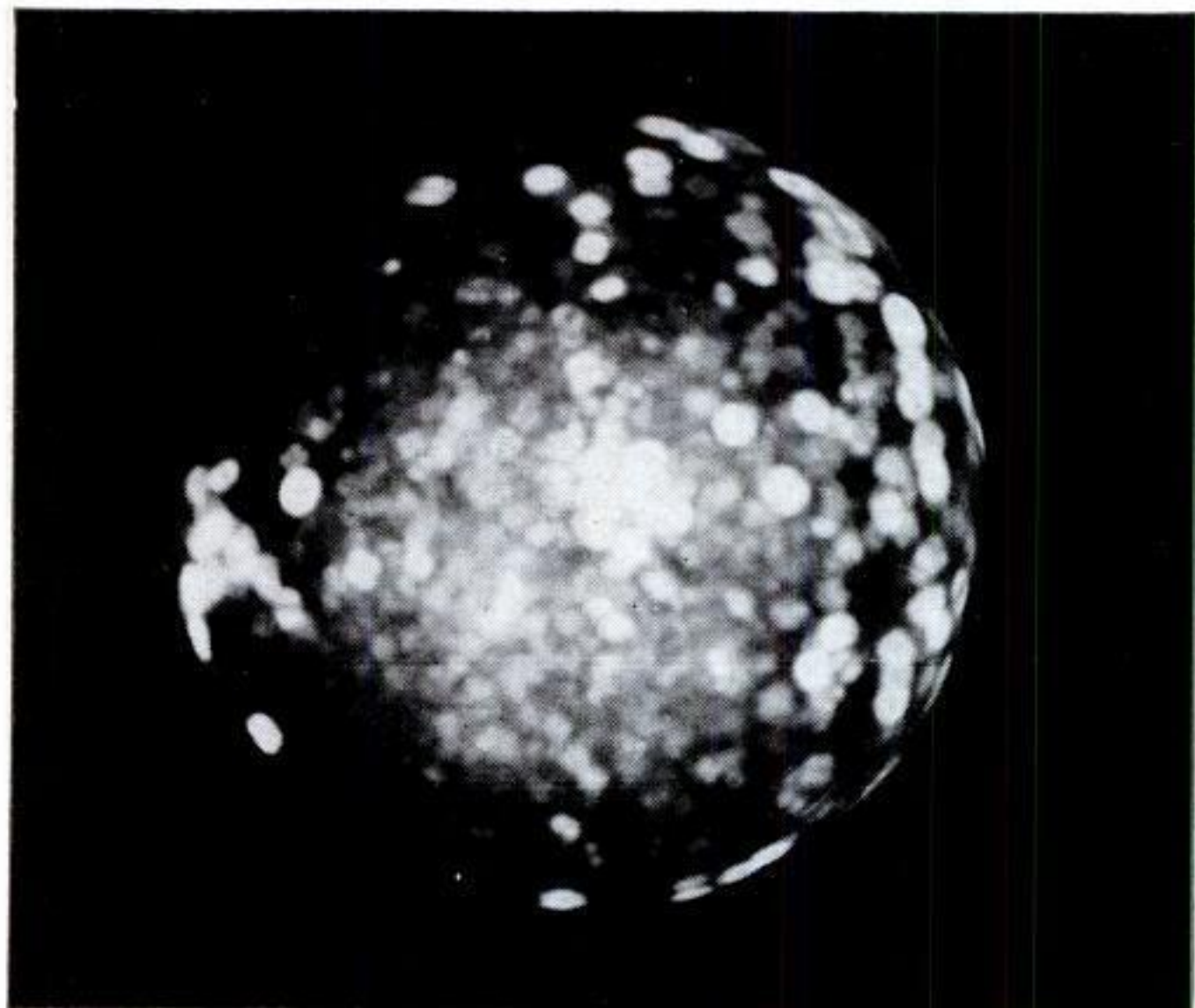


Known by the Company it Keeps

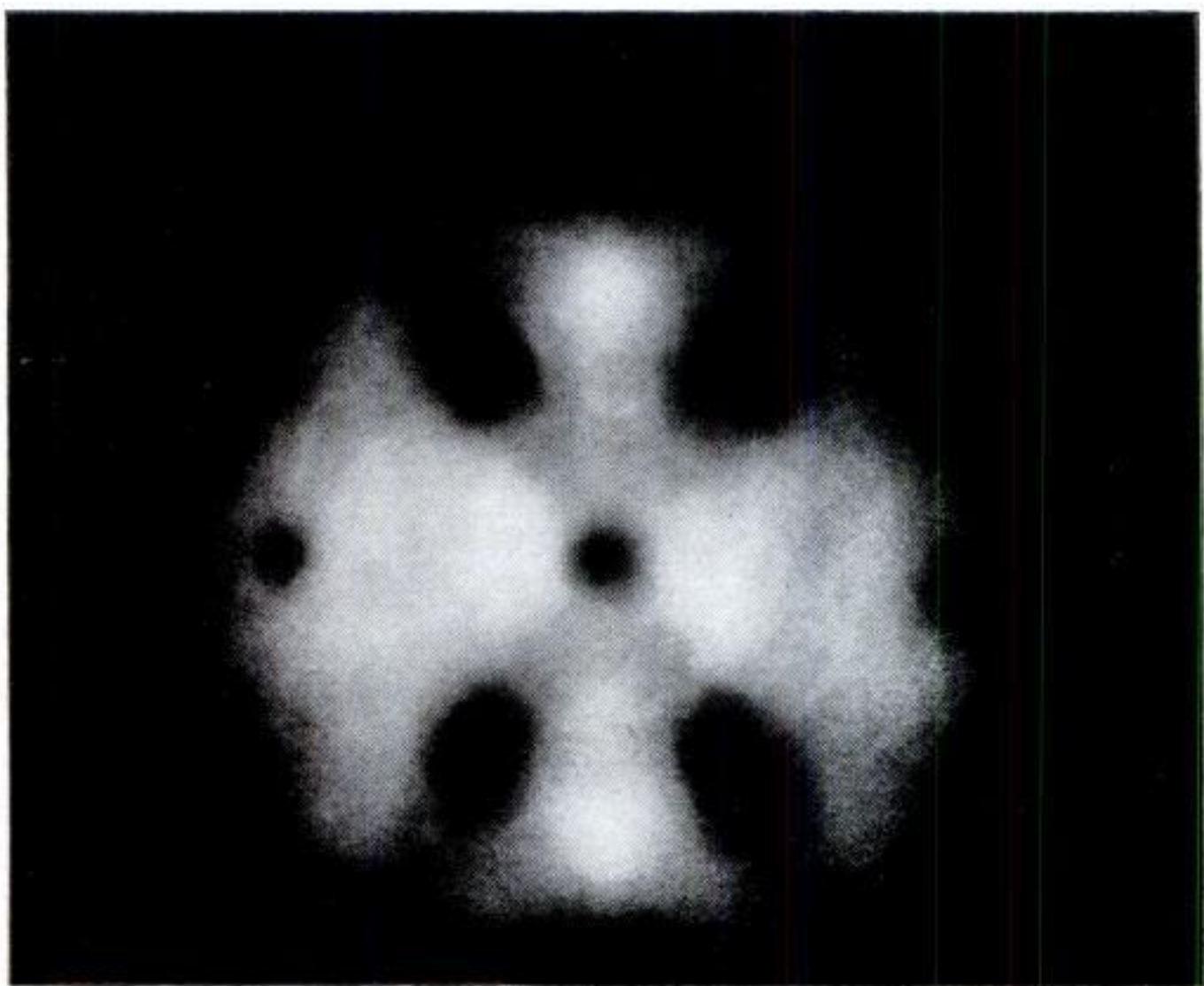
Seagram's VO

CANADIAN WHISKY—A BLEND... OF RARE SELECTED WHISKIES • THIS WHISKY IS SIX YEARS OLD  
86.8 PROOF. SEAGRAM-DISTILLERS CORPORATION, NEW YORK, N. Y.

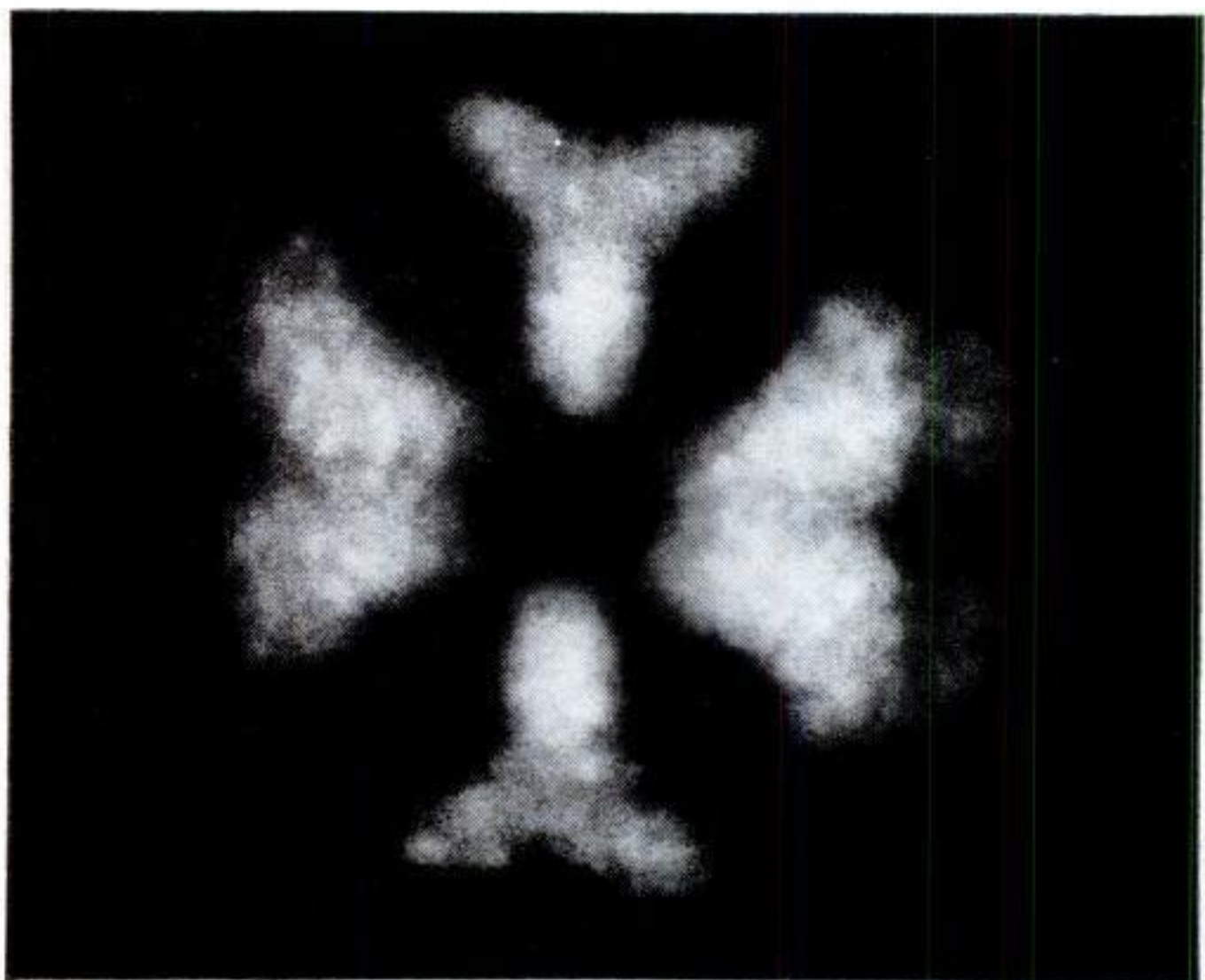




**FACE OF TUBE**, here two-thirds actual size, shows the pattern created by many phthalocyanine molecules on the tungsten tip. Müller believes he also sees clumps of atoms in motion on the microscope screen. The picture of molecules on page 67 was enlarged from a small section of a photograph like this.



**BARE TUNGSTEN TIP**, without covering of another substance, produces this characteristic pattern on the screen. Structure of atoms on the tip causes electrons to flow more easily in some directions than in others. The brightest areas are where electrons escape easily, dark areas where few electrons get out.



**BARIUM ON TUNGSTEN** produces an over-all pattern similar to that produced by bare tip except that the bright spots now have a granular appearance which is caused by clusters of barium atoms. Each granule is a clump of about 400 atoms, and each clump is about same size as a phthalocyanine molecule.



*Keep*

**the power you bought....**

If you want to keep your engine's pep and smooth power—if you want to get there on less oil—be sure to buy 100% pure Pennsylvania motor oil. Remember—the best motor oil will give you the *cheapest* motor protection—and the *best* motor performance!

**USE 100% PURE  
PENNSYLVANIA  
MOTOR OIL**



For your protection, only oils made from 100% Pure Pennsylvania Grade Crude which meet our rigid quality requirements are entitled to carry this emblem, the registered badge of source, quality and membership in our Association.

**PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION**  
Oil City, Pennsylvania





Father Couturier, 52, was born in Montbrison near Lyons, the son of a miller. He served in the

army in World War I and was wounded. As an artist, he had his own studio in Montparnasse.

# The Assy Church

## Famous Modern Artists Decorate Chapel in Alps

PHOTOGRAPHED FOR LIFE BY DMITRI KESSEL

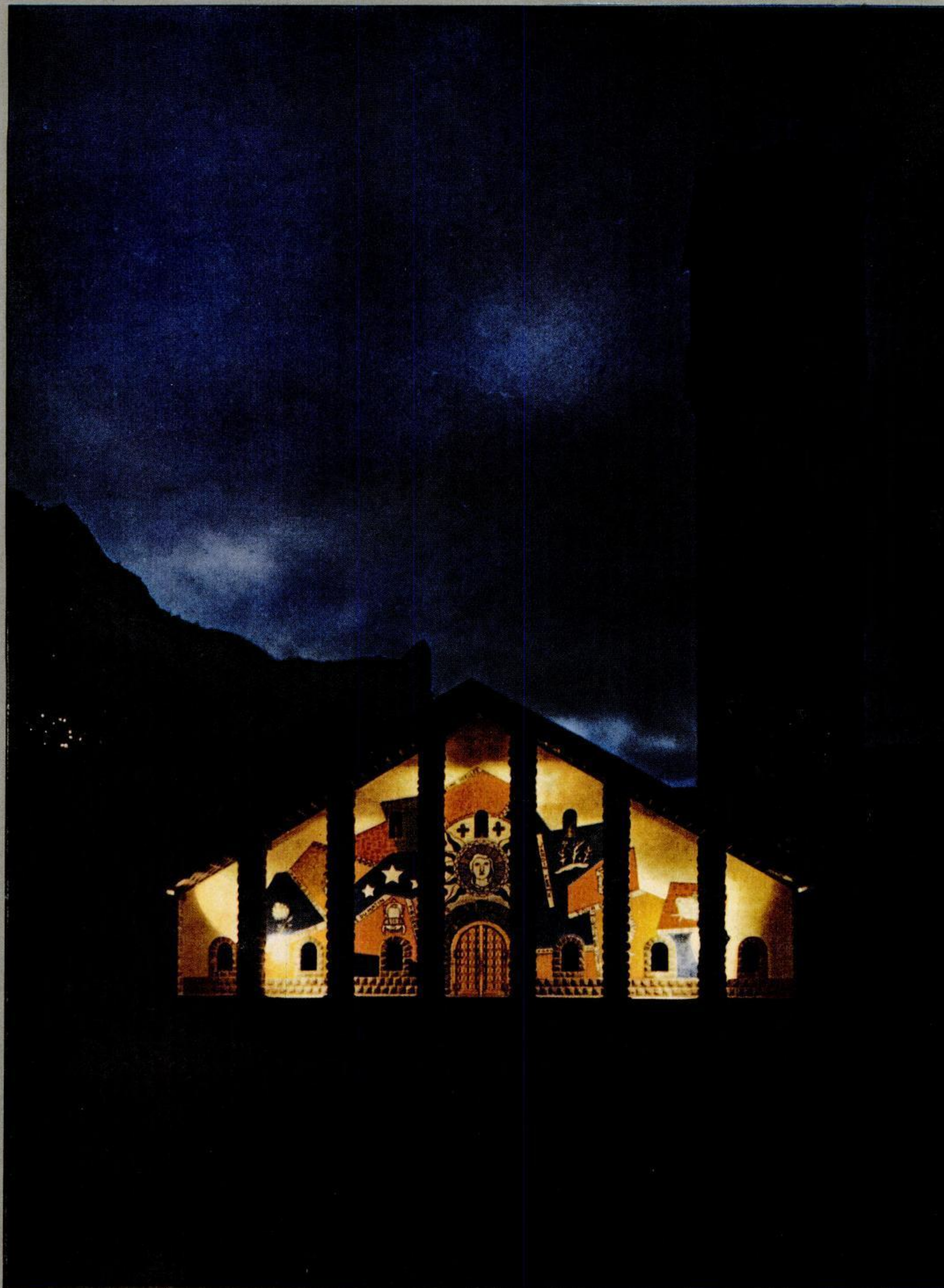
In 1925 a lean and austere young Frenchman named Pierre Couturier gave up his career as an artist and became a Dominican monk. Since then, Father Couturier has devoted much of his time to carrying on a quiet but effective crusade to revitalize the once-famous role of the Catholic Church as a patron of art. This summer, at the village of Assy in the French Alps, a tiny church will be officially consecrated, representing the first tangible result of Couturier's work. It was built for the patients of a nearby tuberculosis sanatorium under the direction of the local priest, Abbé Devémy, who asked Couturier to supervise its decoration. Instead of the standard portrayals of saints, the Assy Church

windows and walls are a blaze of abstract designs by 15 of France's leading modern artists, including Bonnard, Rouault, Léger, Lurçat—with two stained-glass windows by Couturier himself. The decorations have aroused considerable opposition, not so much because they are abstract as because most of the artists who did them are disbelievers. Some are even known to be Communists. But Couturier declares that the Church must lay priority on the creative genius of the artists, not on their beliefs. Many people have shown that they agree. In paying for the church, Devémy and Couturier have received contributions from all over France, as well as a small donation from the Pope himself.



Assy Church is built, chalet style, of green granite with a 91-foot tower. Sanatorium is in back.





At night floodlights illuminate the facade and Fernand Léger's brightly decorative mosaics, which represent the Litany of the Virgin. On either

side of Mary's head (*center*) are verses and corresponding symbols drawn from the litany, including (*left*) the Mystical Rose and the Morning Star.

CONTINUED ON NEXT PAGE





Angel Raphael, who healed a blind man with fish he holds, is shown in this window by Couturier.



St. Peter dressed as a poor fisherman was painted by Paul Bony, a celebrated stained-glass maker.



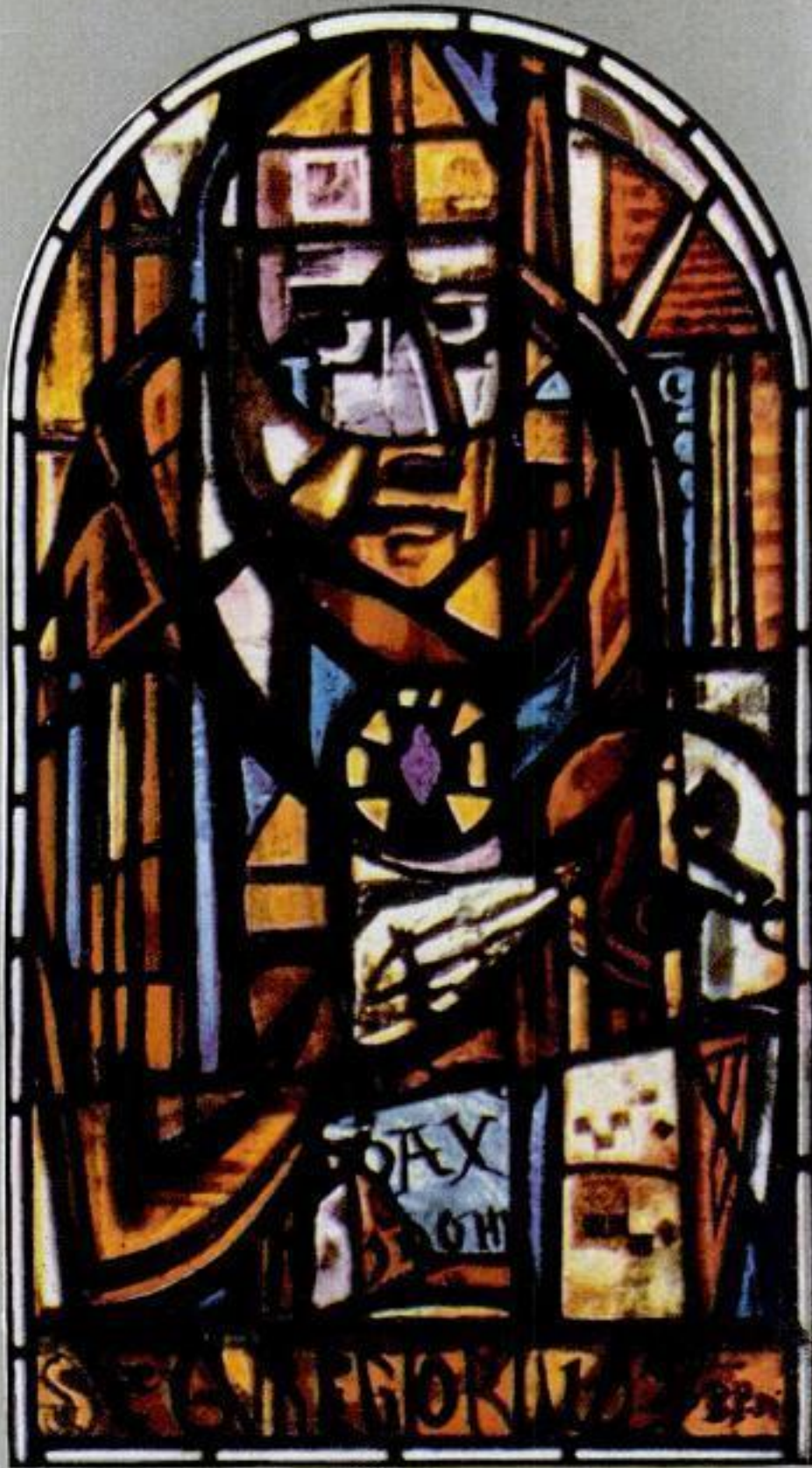
St. Francis, by Paul Berçot, stands in a pattern suggesting leaves and the birds he preached to.



St. Cecilia with organ in back is one of three windows by Jean Bazaine symbolizing holy music.

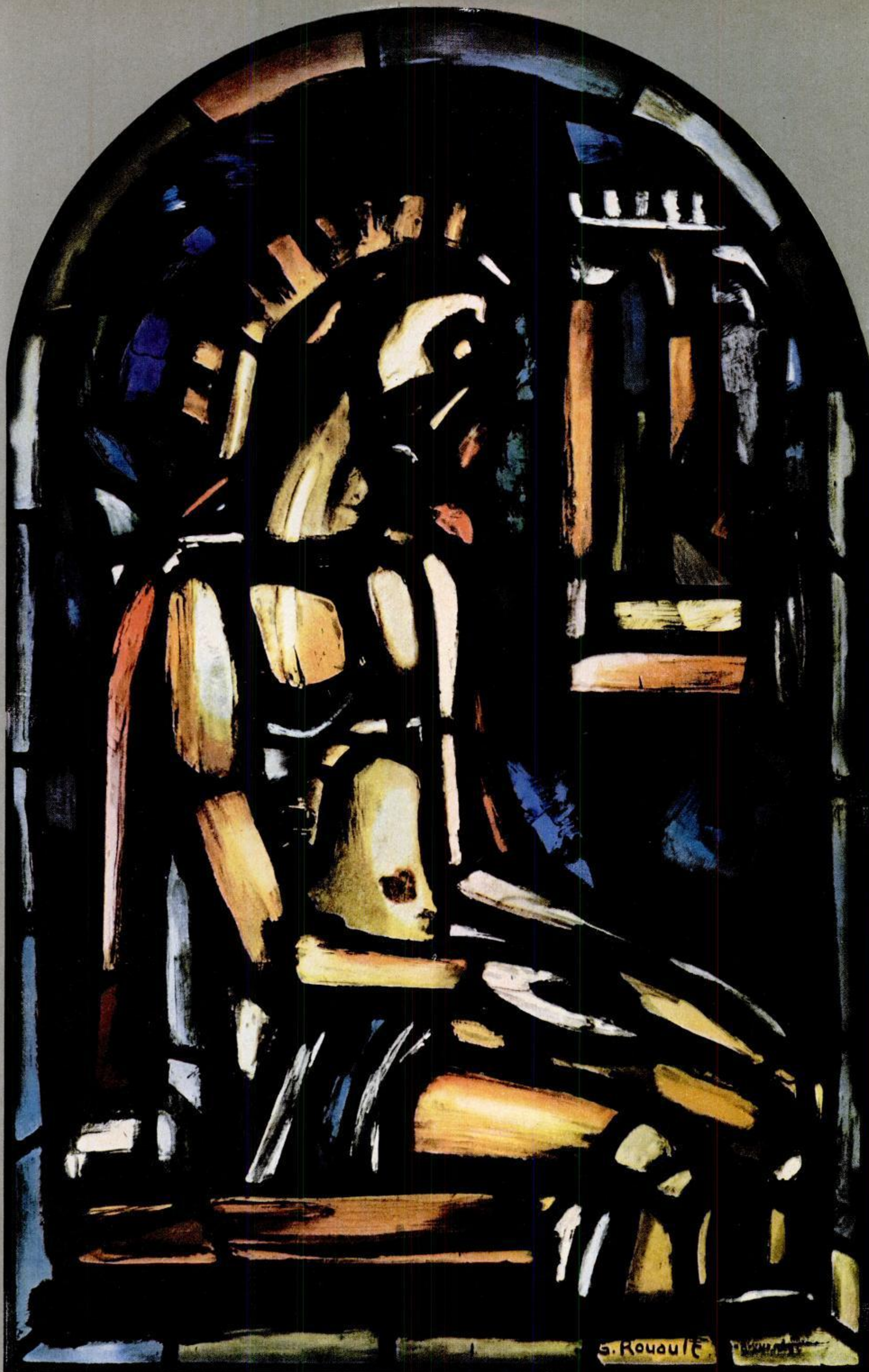


King David, also by Jean Bazaine, strums a harp (left) on which he composed his famous psalms.



St. Gregory, famed for Gregorian chant, is Bazaine's last window. His windows are in facade.





This portrayal of a sorrowing Christ was designed by Georges Rouault, greatest living painter of religious subjects. With four

other windows by Rouault, it decorates lower half of facade. A devout Catholic, the artist gave his designs to the church free.

CONTINUED ON NEXT PAGE





Over the main altar hangs a striking tapestry by Jean Lurçat. Left panel represents the Tree of Life. The center one depicts St. John's Revelation

when he saw the devil, a multiheaded dragon, threatening Mary, who stands clothed in the sun (*right*). In lower panel Michael battles dragon.

## Assy May Be Sign of Change in Church Art

The church at Assy may be the first indication of a 20th Century renaissance in the art of the Catholic Church. Already, as a result of the untiring efforts of Father Couturier, similar projects are beginning to take shape. The celebrated modern architect, Le Corbusier, is negotiating to design a church grotto near Marseilles. Henri Matisse, one of the founders of the modern movement and a well-known anticlerical, is now engaged in decorating a new Dominican chapel

at Vence in the south of France; and Marc Chagall, a famous *avant-garde* painter, is considering a recent proposal that he execute paintings for another church in the same town. Despite the controversy his projects have aroused, Father Couturier is confident that modern art, like the art of the Middle Ages, will become a permanent partner of the Church. Even its most abstract varieties, he believes, have "as much a place in church as the organ music of Bach."





...of course,  
it's electric!

# No other Dishwasher like this new Westinghouse

The Secret is in the Roll-Out WASHWELL\*

No question about it, the Roll-Out WASHWELL sets the Westinghouse Dishwasher apart from *all* others.

It rolls out for easy, no-stoop loading. Rolls back, at the touch of a finger, for sparkle-clean washing. Thanks to the exclusive WASHWELL, this new Dishwasher loads from the top, opens from the front. This leaves the work surface always usable. And the drawer-type WASHWELL is leakproof, too.

This Dishwasher has oversize capacity, holds larger dishes, more dishes—plus pots and pans. Takes care of 11-inch plates, turkey size platters, tall-stemmed goblets. The jet-spray washing action is thorough, yet safe for even your finest china. Reaches *inside* cups and glasses . . . cleans every corner. And it dries dishes too, in circulated heated

air. Everything comes out of the WASHWELL shining clean and sanitary . . . ready to put away.

There are 3 different models . . . the 24-inch Cabinet Dishwasher that provides extra work space, the Under-Counter model that slips under standard work surfaces, and the complete Electric Sink with the famous Westinghouse Waste-Away Garbage Disposer. All three give perfect washing and drying results. The installation cost is 50% to 75% less than for most other makes! Prices start at \$254.95.

This great new Dishwasher is on its way . . . and well worth waiting for. Keep in touch with your Westinghouse retailer. He'll make a date to show it to you as soon as it arrives. Westinghouse Electric Corporation, Appliance Division, Mansfield, Ohio.

\*Trade Mark

See all the famous Westinghouse Appliances . . . at your retailer's . . . today!



Under-Counter Model . . . slips under the work surface in your present kitchen. Its low cost and easy installation also make it ideal for new homes.



You've never seen such capacity! Washes complete table service for four, *plus* pots and pans. Or dinner service for eight. All at one time.



WASTE-AWAY Garbage Disposer is optional equipment in the Westinghouse 48" Electric Sink. Flushes away all food waste . . . including bones.

## YOU CAN BE SURE..IF IT'S Westinghouse





# 5-day pads

Contains twice\*  
as much active  
anti-perspirant  
...yet milder

8 times\*  
more effective  
in killing  
odor-forming  
bacteria

## DOUBLE YOUR MONEY BACK GUARANTEE

If not completely  
satisfied, return  
unused pads to  
us and get  
double your  
money back.

throw away your  
perspiration and odor

new miracle  
pad deodorant  
**WIPE AWAY  
ODOR-FORMING  
BACTERIA**—does not  
leave them under your arms!

**5-day**  
deodorant pads

- **Easier!** Each pad contains right amount. No guessing! Even, smooth penetration instantly.
- **Faster!** Goes into action instantly. Dries in seconds.
- **Cooling, refreshing!** No clammy, sticky feeling. Cooling, refreshing sensation.

**Not a Cream!**

**Not a Spray!**

**Not a Liquid!**

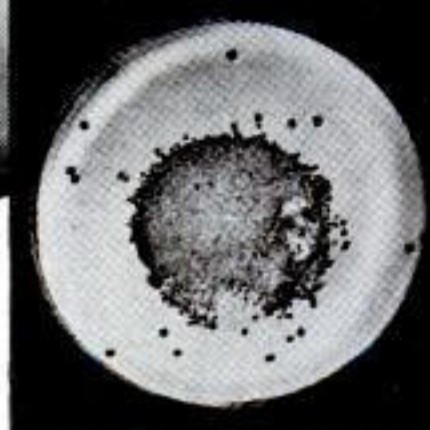
**Harmless to skin and clothes**



25c • 55c • \$1.00

### TEST X

Purpose: Test of 5-DAY'S  
action in removing odor-  
forming skin bacteria



## Laboratory Proof

Test X: In this microscopic photo of a 5-Day Pad there are hundreds of thousands of odor-forming skin bacteria removed from under the arm. This is undeniable proof that when you use a 5-Day Pad you throw away with it hundreds of thousands of bacteria that are the main cause of perspiration odor. Does not leave them under your arms.

Test XX: This laboratory photo was taken hours after application of a 5-Day Pad. Note the amazing difference. This is because 5-Day's exclusive formula prevents the growth of odor-forming skin bacteria. Laboratory tests show 5-Day's exclusive formula is 8 times\* more effective in killing odor-forming skin bacteria than the average of leading brands tested. No other deodorant or deodorant soap tested can so effectively keep you safe from underarm odor so long.

### TEST XX

Purpose: Test of 5-DAY'S  
reserve effectiveness



**No other deodorant tested is as effective in checking perspiration and stopping odor!**

**The miracle is in the pad!** 5-Day Pads are circlelets of fabric saturated with refreshing, mild yet very effective deodorant. 5-Day's exclusive formula checks perspiration—stops odor longer.

**The miracle is in the pad!** When you throw away the used 5-Day Pad, you throw away with it hundreds of thousands of odor-producing skin bacteria... does not leave them under your arms.

**The miracle is in the pad!** Far cleaner. Far more convenient. No fuss. No muss. No mess. You apply 5-Day Deodorant just where you want protection. Gets into skin—not just on surface. The perfect way to apply a deodorant.

**Safely checks perspiration more effectively, too!** Contains twice\* as much active anti-perspirant than an average of leading brands tested. Yet, laboratory pH tests prove 5-Day milder—harmless to skin and clothes.

**Greater reserve protection!** Laboratory tests show that hours after application 5-Day's exclusive formula is 8 times\* more effective in keeping you safe from underarm odor than an average of leading brands tested. No other deodorant or deodorant soap tested can keep you so safe from underarm odor—so long.

**First time you try 5-Day Deodorant Pads** you'll say that it's the greatest improvement in deodorants since the first effort to banish underarm odor.

\*All comparative figures mentioned in this ad are based on the average of laboratory tests of leading deodorants. Name of independent laboratory available on request.

For Quicker Fresh Ups, Quicker Clean Ups, Use QUICKIES Facial Cleansing Pads.  
Another remarkable 5-Day product.





ONE OF GUINNESS' EIGHT ROLES IS AN AMATEUR PHOTOGRAPHER WHO, AS POSSIBLE HEIR TO A DUKEDOM, IS KILLED BY A COUSIN WHO WANTS THE TITLE

## MOVIE OF THE WEEK:

# *Kind Hearts and Coronets*

**Alec Guinness plays eight roles and dies eight deaths in a comedy about a murderous title hunter**

Imagine yourself young, proud, poor and ninth in line to inherit a dukedom. What more natural than to slaughter the intervening eight persons? Such is the opinion of a personable and cold-blooded young man in a new English comedy, *Kind Hearts and Coronets*. Moving with deadly, deadpan wit, he presides over the demise of eight members of the D'Ascoyne family, all of whom are acted, in a remarkable burst of versatility, by a single actor, Alec Guinness. Guinness, whose performance in *The Cocktail*

*Party* was one of the most notable of the past Broadway season, plays aristocrats of all ages, many professions, both sexes—and also was the model for the effigy of a deceased ancestor. Imperturbably haughty in role after cousinly role, he goes to eight separate deaths, seven of them by violence, till the title hunter gets his dukedom, a lovely duchess and a lovelier mistress. But a small mistake trips him up at last, and the movie slips under the Production Code wire, trumpeting the moral that crime does not pay.





GOOD TASTE  
TODAY...

Send postcard for FREE leaflet with 42 tips on "Good Taste Today," Box A-4, Oneida, N. Y.

**Can a knife be used on salad?** Only when a hard wedge of lettuce is served. Otherwise the rule is: cut and eat salads with a fork. Incidentally, the good taste of your table appointments is just as revealing as your table manners. To keep your table looking *right*, a handsome set of matching silverware does the most for the least money. A 42-piece set of 1881 (R) Rogers (R) Silverplate is only \$39.75, chest included! Compare its weight, finish, design with other brands. It's a really remarkable value! Choice of 4 beautiful patterns in this long-lived silverware.

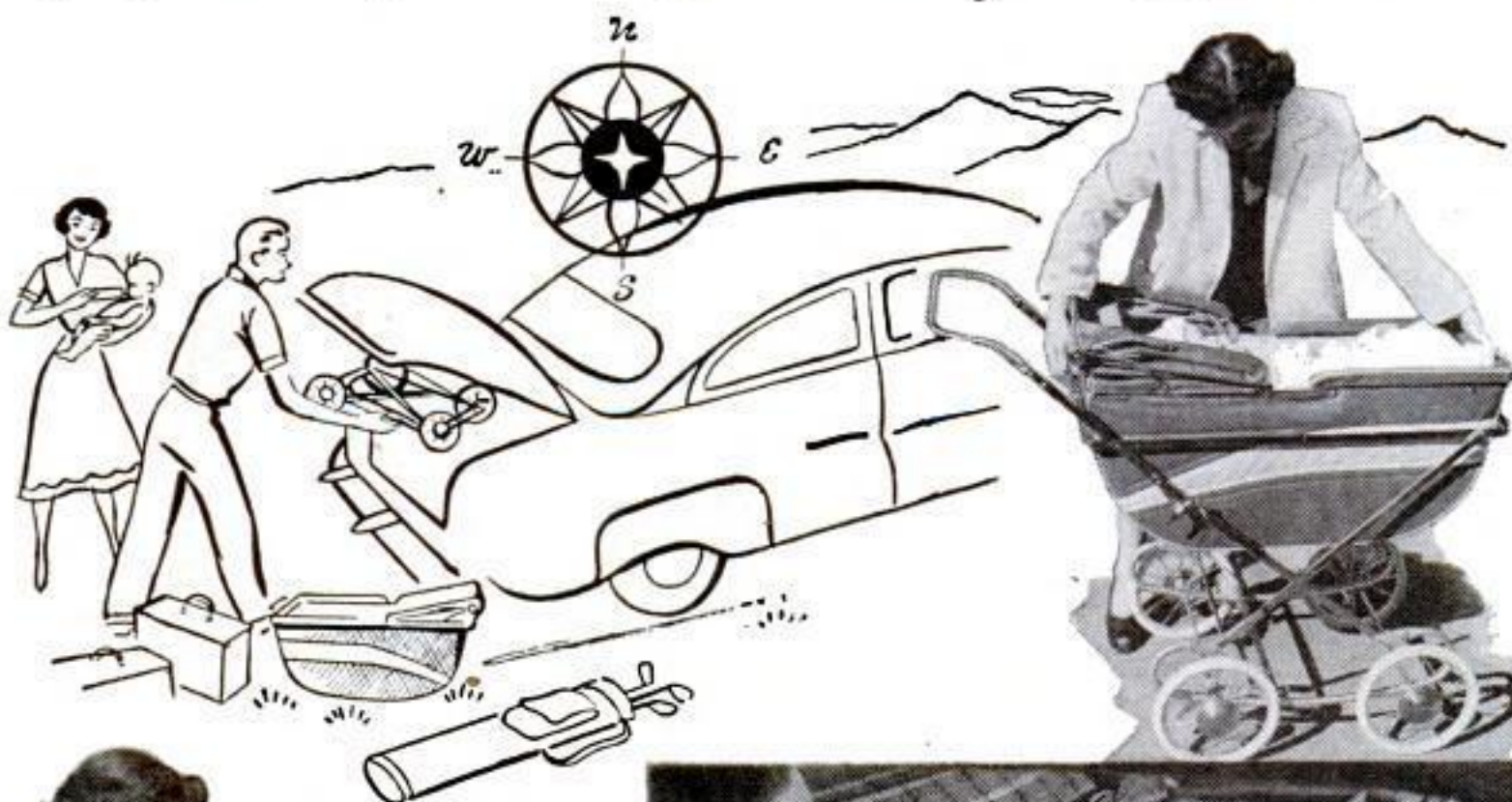


pattern shown is *Plantation*\*

**1881 R ROGERS R**  
SILVERPLATE by ONEIDA LTD.

\*Trade Mark. © 1950, Oneida Ltd., Oneida, N. Y.

*Welsh* The Original and Only  
"BOODLE-BUGGY"  
Ideal for Travel



**CARRIAGE, BASSINET, TRAVEL BED in One**

Save the expense of renting a crib—take your own Travel Bed wherever you go! Use it in the car, on train or plane—in tourist camp or hotel! Take your "Boodle-Buggy" everywhere.

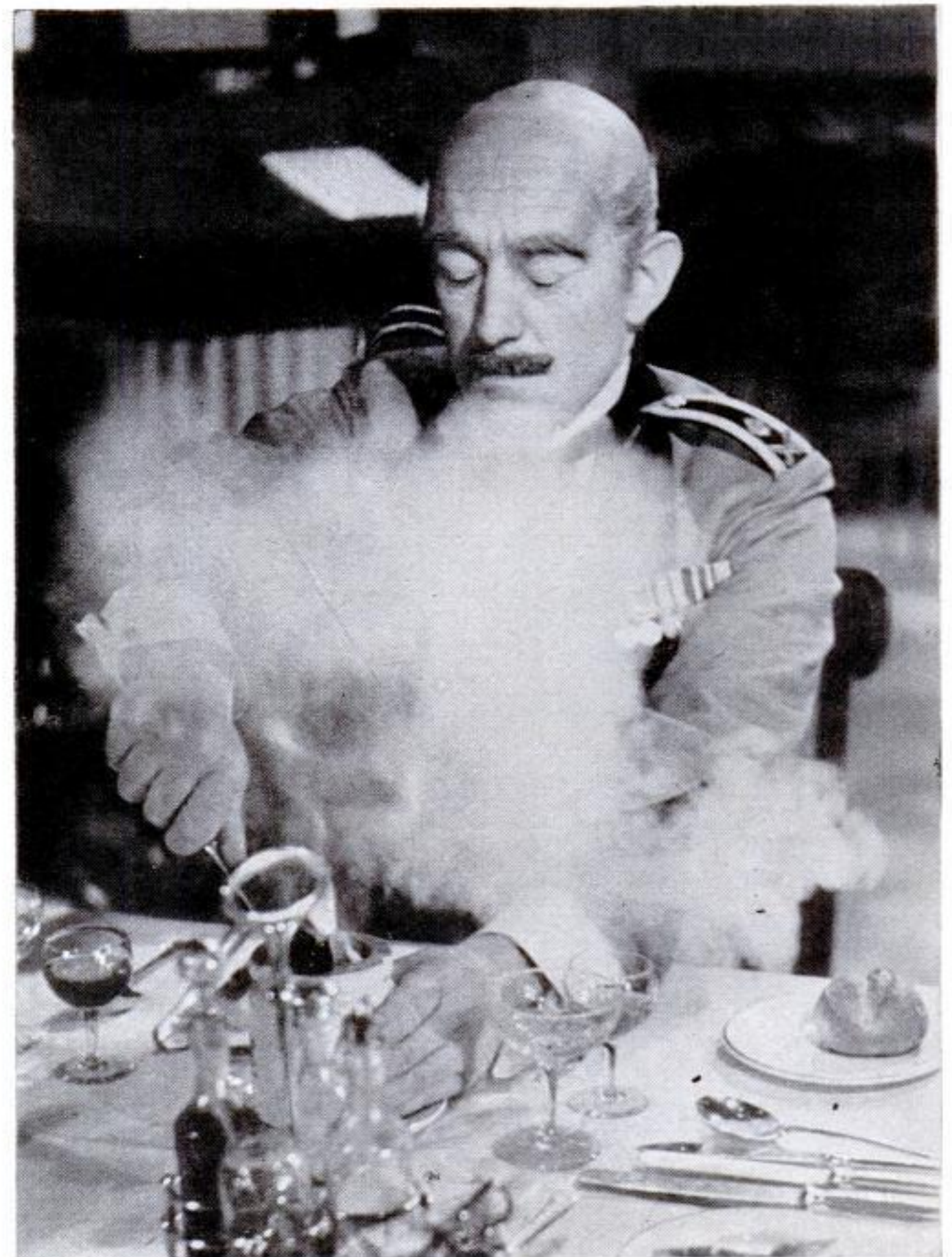
AT LEADING STORES

**WELSH CO.** World's Largest Manufacturer of Folding Baby Carriages **St. Louis, 4, Mo.**

"Kind Hearts and Coronets" CONTINUED



**GUINNESS AS A YOUNG BLOOD**, Ascoyne D'Ascoyne (center), snubs his shop-clerk cousin Louis (Dennis Price). Louis makes the snob his first victim, cutting loose a rowboat in which he is dallying with a girl so that the pair goes crashing over a dam. Though sorry for the girl, Louis reflects that she had "presumably during the weekend already undergone a fate worse than death."



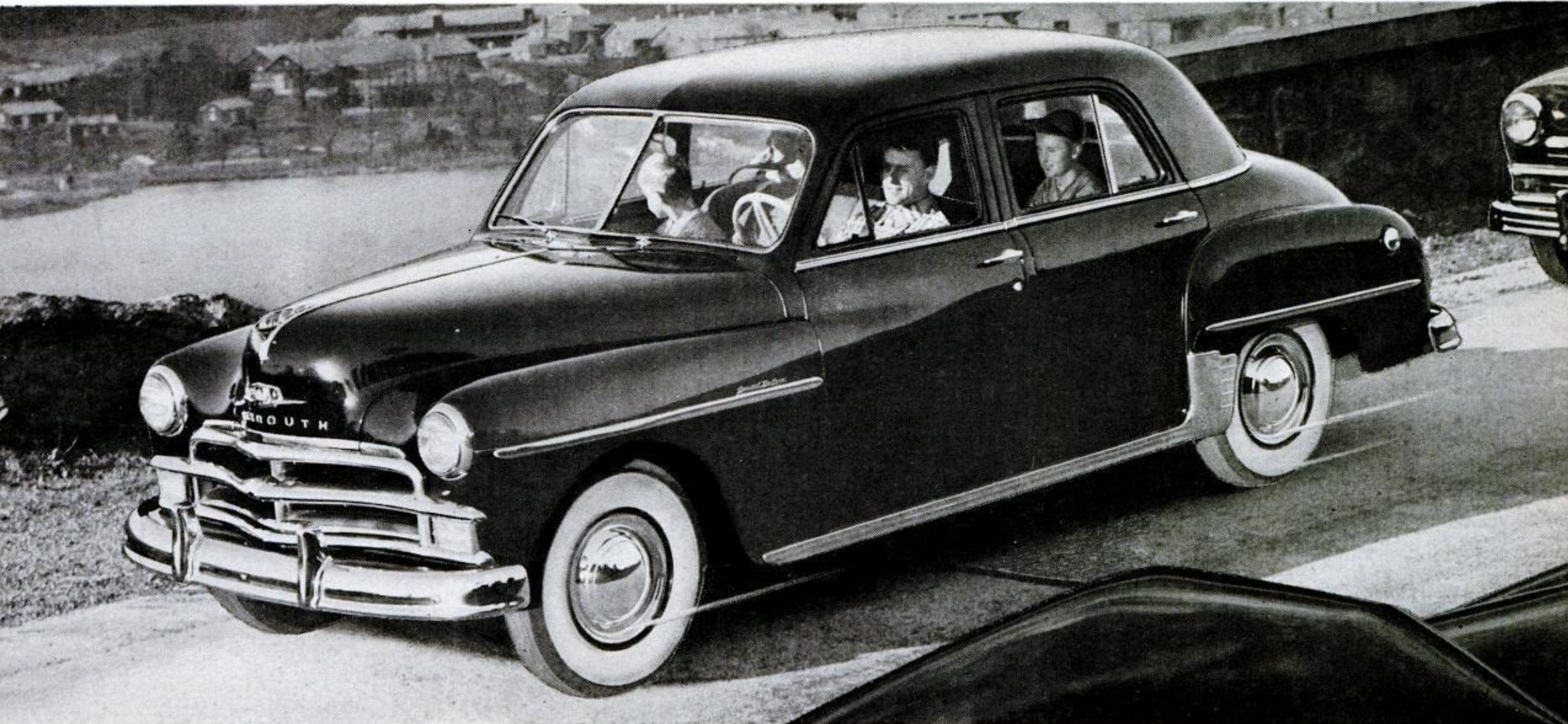
**GUINNESS AS A GENERAL**, Lord Rufus D'Ascoyne, is eliminated from the succession to the dukedom when Louis sends him a simple but powerful homemade bomb disguised as a pot of caviar. The general receives it while he is dining at his club. "One thing the Russkies do really well," he remarks as he digs his knife into the caviar and is promptly blown right out of the peerage.

CONTINUED ON PAGE 82



# Packed with value and ready to prove it!

## the beautifully new Plymouth



*Great Safety is  
just part of its value!*

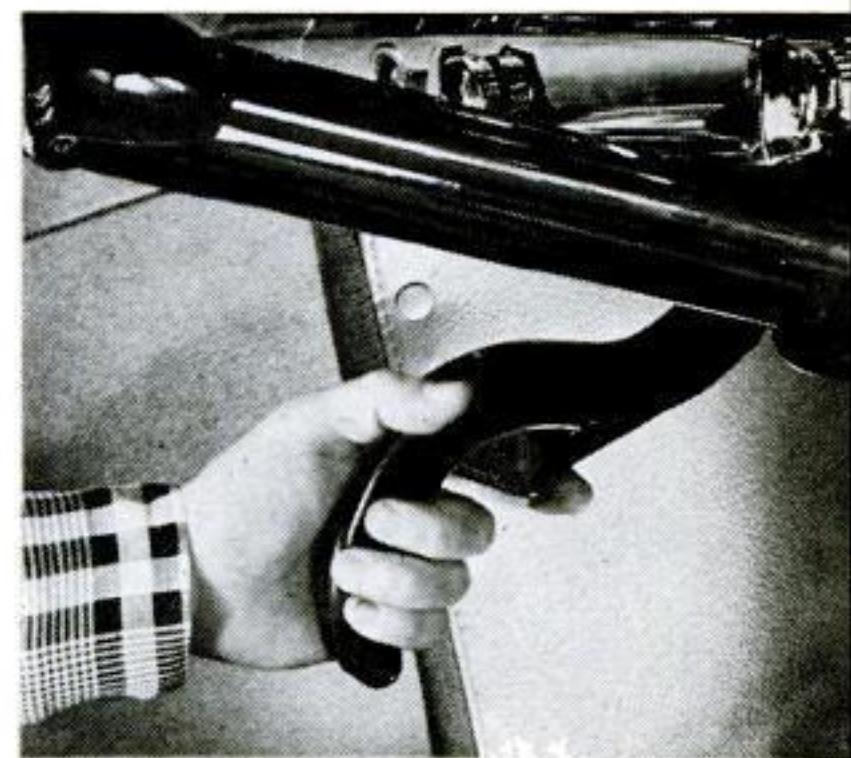
**there's less danger in a blowout**, thanks to Plymouth's Safety-Rim Wheels! Patented ridges on the rim hold the deflated tire securely in place, allowing you to bring the car to a safe, controlled stop. With ordinary rims, the tire tends to come part way off; it may twist on the wheel, throwing the car out of control. In the low-priced field, only Plymouth protects you against this possibility with Safety-Rim Wheels—a feature that makes Plymouth one of the safest cars in the world.



**for better braking control** Plymouth's Safe-Guard Hydraulic Brakes have a total of *six* hydraulic cylinders, as compared to *four* in the other leading low-priced cars. This makes the braking action smoother and more accurate.



**good-looking, good-seeing.** Plymouth's beautifully new styling provides for safe vision all around. The rear window has even 32% more glass area than last year's Plymouth; that's B-I-G! And in chair-height seats you sit *up* where you can see things close to the car.



**as a factor of safety** the hand brake operates on a *separate* braking system. In the other leading low-priced cars, hand lever and foot pedal operate the *same* braking system.



**big little detail** is the counter-balanced luggage lid. It lifts at the touch of a finger, stays up without bothersome side supports and can't fall on your head.

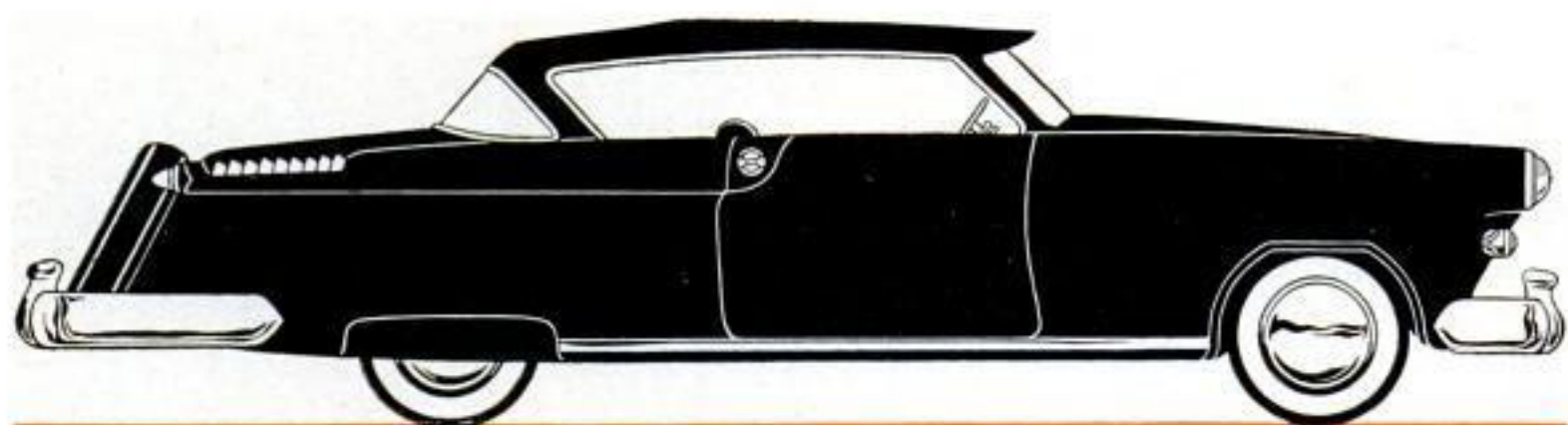
**Now—more than ever—the car that likes to be compared**

*Not only in safety, but in comfort, performance, style, in ALL features, the great new Plymouth is truly packed with value. All we ask is this: Drive the others, drive Plymouth, and you decide! See your nearby Plymouth dealer who will gladly arrange a demonstration drive.*

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan

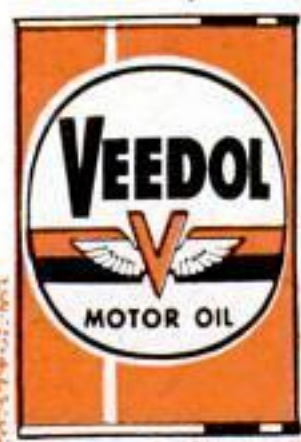
**PLYMOUTH**  
BUILDS GREAT CARS





Six-Passenger Sports Coupe, Ray Russell Industrial Design, Detroit

*& Found*  
Wherever Fine Cars  
Travel



New  
**Veedol**

100% BRADFORD PENNSYLVANIA  
THE WORLD'S MOST FAMOUS MOTOR OIL

From raw materials to final processing, only the best is good enough for New VEEDOL. That is why VEEDOL is made from 100% Bradford, Pennsylvania, crude—*finest and most expensive in the world!* That is why the ultra modern lube oil facilities at Tide Water Associated's Bayonne, N. J., Refinery are show pieces in the industry.



"Kind Hearts and Coronets" CONTINUED



**GUINNESS AS AN ADMIRAL**, Lord Horatio D'Ascoyne, plucks himself off family tree without Louis' help by giving wrong command and ramming his ship into the next in line. As a true blue admiral he goes down with the ship.



**GUINNESS AS'A SUFFRAGETTE**, Lady Agatha D'Ascoyne, goes up in a balloon to shower leaflets over London. Louis, who practiced archery while visiting one of his previous victims, shoots down balloon with bow and arrow.

[CONTINUED ON PAGE 84](#)





**Flies are a Serious Problem** Cleverly disguised as a mere nuisance, flies breed in filth, indifferent as to whom or what they touch. This sticky, hairy creature is a germ-laden middleman between contamination, disease—and you. Indelibly identified with dirt, his presence may even foreshadow tragedy. You can protect your own home and family from these carriers of dirt and disease by giving flies the only welcome they deserve: Pestmaster—and sudden death. Of course, you won't spray the baby. You don't have to. Jet-propelled at the flick of your fingertip, Pestmaster shrouds even the fastest-dodging insects in mid-air . . . prevents any fly from ever bothering the little fellow again. It's easy, safe and certain. Get your economical, long-lasting Pestmaster Aerosol Insect Bomb at any grocery, drug, hardware, feed and seed, and department store—Today! One shot will convince you!



**PESTMASTER**  
*Really Kills Flies*



**MICHIGAN CHEMICAL CORPORATION, Saint Louis, Michigan**  
MANUFACTURERS OF: ORGANIC AND INORGANIC BROMIDES, SALT, MAGNESIUM OXIDES, LIQUID CALCIUM-MAGNESIUM CHLORIDE, DDT AND OTHER PHARMACEUTICAL, INDUSTRIAL AND AGRICULTURAL CHEMICALS



# Enjoy this Sunsweet Nightcap-



## feel better tomorrow

Here's a delicious nightcap that works wonders for you.

It's Sunsweet Prune Juice—taken at bedtime instead of heavy foods that disturb sleep and put on fat.

It tastes wonderful. You'll sleep better. And there's an extra reason it's good for you.

### ONLY SUNSWEET HAS THIS REGULARITY ADVANTAGE

Sunsweet is a grand aid to regularity. And unlike other prune juices it never varies in laxative strength. The exclusive new "C-L Process"® makes every glassful the same.

Get Sunsweet at your grocer's today and try it tonight.

P. S. Heating Sunsweet makes it extra good—helps bring swift sleep.



as prepared and distributed by the makers of  
**MOTT'S APPLE JUICE, APPLE SAUCE,  
JELLIES, VINEGARS, AND CIDER.**

\*The laxative potency of Sunsweet Prune Juice is standardized by the "C-L Process," which was developed and is owned by the Duffy-Mott Company, Inc.

## "Kind Hearts and Coronets" CONTINUED



**GUINNESS AS A CLERGYMAN**, the Reverend Lord Henry D'Ascoyne, is removed from the running for dukedom when his lethal cousin, disguised as the Bishop of Basutoland, visits him and slips poison into his decanter of port.

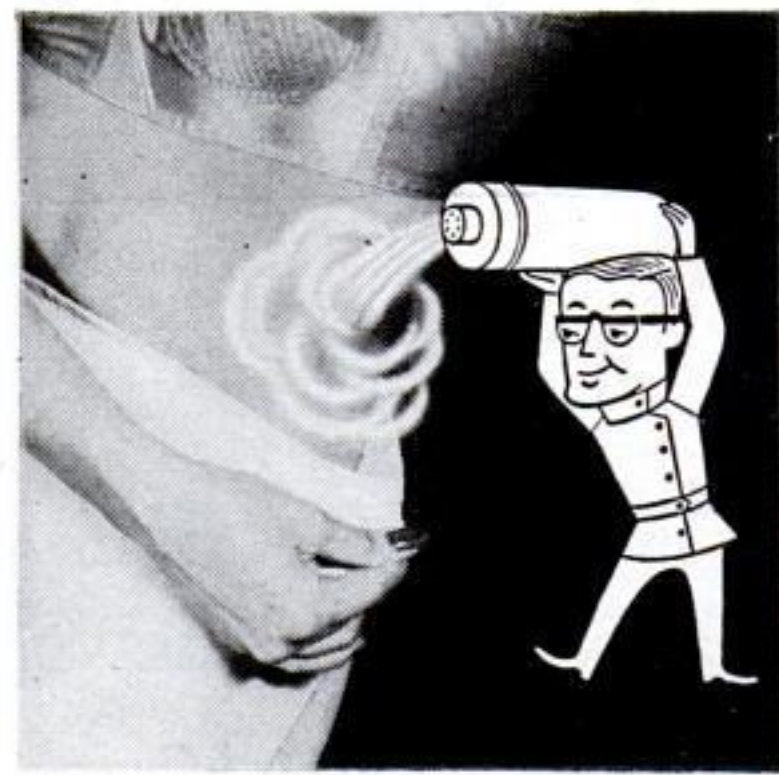


**GUINNESS AS A BANKER**, Lord D'Ascoyne, is Louis' benefactor, gives him a job and offers to make him a partner. Louis finds it distasteful to murder this nice old man and is relieved to see him carried off naturally by a stroke.



**GUINNESS AS THE DUKE** to whose title Louis is now sole surviving heir is killed while out hunting on his estate. Louis, who disapproves strongly of shooting birds, shoots the duke and at long last becomes Duke of Chalfont.

## GIRDLE RUB?



### Get FAST RELIEF with this MEDICATED Powder!

No unmedicated powder can relieve the chafe from girdle rub as Ammens Powder does!

For Ammens contains three famous medicinal ingredients—gives 3-way medicated skin care: (1) Medicated relief. (2) Medicated protection. (3) Medicated comfort. Soothing and comforting. So soft, it actually promotes healing by helping to protect and cushion your tender skin against further irritation and chafing. For real medicated skin care, get Ammens Medicated Powder today.



FREE trial-size can. Write today to Dept. L-602, Bristol-Myers Co., Hillside, N. J. (Offer limited to U.S.A.)

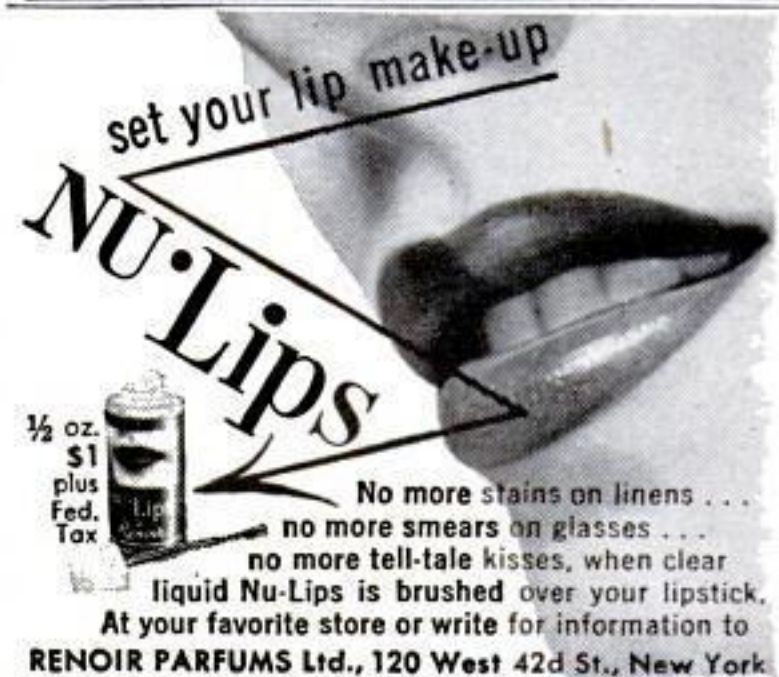
**AMMENS**  
*Medicated* Powder



- ★ SAFEST FOR BABY
- ★ DEODORIZES
- ★ STAYS ON LONGER
- ★ PRESERVES LEATHER
- ★ WILL NOT RUB OFF

Ask Your Dealer for this Polish - Dealers write:

**HOLLYWOOD SHOE POLISH INC.**  
RICHMOND HILL 19, N. Y.



**NU-Lips**  
No more stains on linens...  
no more smears on glasses...  
no more tell-tale kisses, when clear liquid Nu-Lips is brushed over your lipstick.  
At your favorite store or write for information to  
**RENOIR PARFUMS Ltd., 120 West 42d St., New York**

**The famous NICKEL LUNCH**  
**PLANTERS** IS THE WORD FOR **PEANUTS**



# "Don't women handle money better than men do?"

ASKED ELSIE, THE BORDEN COW

"HANDLE MONEY BETTER?" guffawed Elmer, the bull. "Now, I've heard *everything*."

"Don't act so superior, Elmer," said Elsie, the Borden Cow. "Lots of women are very smart about handling money. Look at the number of them who invest their savings in The Borden Company. Just cast your eyes over this lovely report Borden's put out telling all about their business last year."

"Another Annual Report?" bellowed Elmer. "Why confuse folks with all those figures again?"



"Because *careful* investors like to know how their company is getting along," answered Elsie. "I'm sure every *woman* investor who owns Borden's stock will be glad to read that people bought more than 613 million dollars' worth of the things Borden's produced in 1949."

"Whew!" whistled Elmer. "That's a heap of dollars' worth of vittles and such!"

"Uh-huh!" smiled Elsie. "And since 95% of those vittles are bought by women, I'd say that women know how to handle money. You know—if it's Borden's—"



"Forget the sales talk!" snapped Elmer. "Forget who handles what! I got money invested in Borden's, too—those 2 shares of Beauregard's! And I want the low-down on how Borden's divvies up all the money."

"First off," explained Elsie, "Borden's paid more than 303 millions of what they took in—to *farmers*. These farmers supply the milk and dairy products, the soybeans, fruit, eggs—the many, *many* things Borden's uses to make their wonderful products."

"I'm glad Borden's paid all that money to the farmers," applauded Elmer. "Farmers really know how to handle money."



"Indeed they do!" agreed Elsie. "And I'm so glad for the farmers' wives that they get their checks from Borden's at least once a month. On many farms, you know, you have to wait for your money till the crop comes in. And what woman can wait till the end of the season for a new hat she wants to buy today?"

"Buy, buy, buy!" shouted Elmer. "Don't you women ever think of *earning* money?"

"Indeed, yes!" answered Elsie. "Look at the number of women who work for Borden's—including



those grand women in the spick and span Borden Kitchen who create the recipes for all those glorious dishes! Borden's paid all its women and men employees more than 109 million dollars last year."

"I'm not interested in what Borden's paid out!" groaned Elmer. "I want to know what's left in!"

"But how can I tell you what's left in till I tell you what they had to spend?" asked Elsie. "Last year Borden's paid out 179 millions for operating expenses other than employees' salaries. For bottles, containers, fuel for plants and trucks—and remember, taxes and depreciation had to be figured in!"

"So add 'em up!" impatiently ordered Elmer.

"Well—," countered Elsie, "after paying farmers for produce, workers for work, and paying all operating expenses, almost 22 million dollars was left."

"Don't tell me the 22 millions went to the *women* stockholders!" slyly poked Elmer.

"No, silly!" laughed Elsie. "But more than 11½ million went to the 52,386 stockholders—men as well

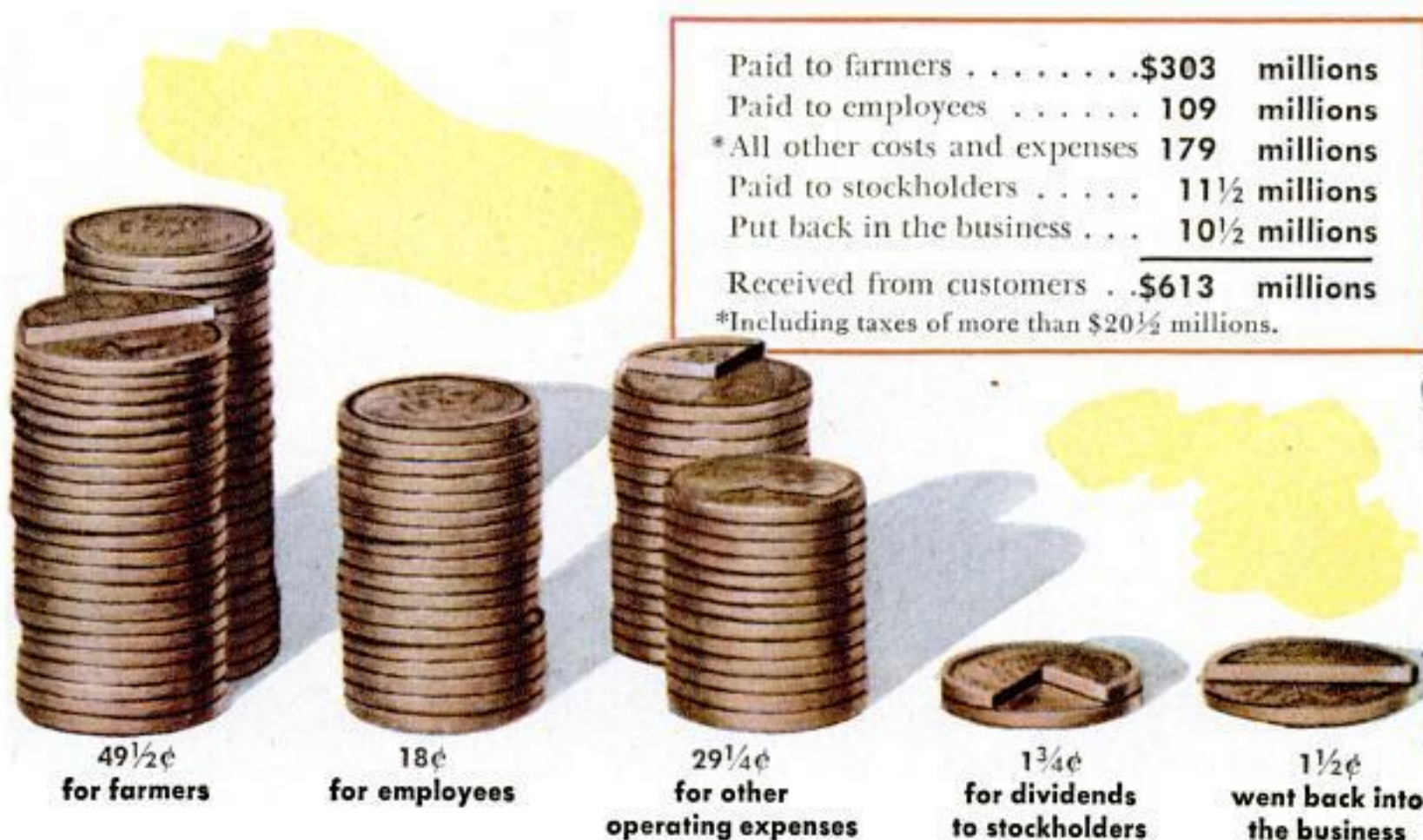
as women—who look to Borden's for a return on their savings. And that's *that*!"

"Not so fast!" pounced Elmer. "What happened to the other 10½ millions?"

"Any *woman* who handles money would know," said Elsie, "that you need some of the profits to keep business going. To fix up plants and, maybe, build new ones. And trucks and machines and things do have to be replaced. And you have to advance credit to customers—you have to pay farmers and employees *before* you get your money from customers . . .

"In short," ended Elsie, "Borden's needs this money to go on providing really *good* things for all the people in the country. You know—if it's Borden's, it's GOT to be good!"

HERE'S WHERE EVERY 100 PENNIES IN EVERY BORDEN DOLLAR WENT IN 1949



©The Borden Company





## It's still the thing to do...

In 1847, it was a prim little nosegay the bride threw that meant an early marriage for the girl who caught it! Now it's a blossom-and-bow bouquet... but thrown in the same traditional way. A custom as beloved as another century-old tradition...

## It's still the thing to own...

Today, just as they did in great-grandmother's day, more brides choose 1847 Rogers Bros. than any other silverplate.

It's easy to see why. The 1847 Rogers Bros. designs that glamorize modern tables have perfection of detail, extra height and depth of ornament, usually found only in solid silver.

And they're the lowest-priced, top-quality designs in America! Easy terms at your silverware dealer's. 8 complete place settings plus essential serving pieces, \$64.75, with chest. No Fed. Tax.

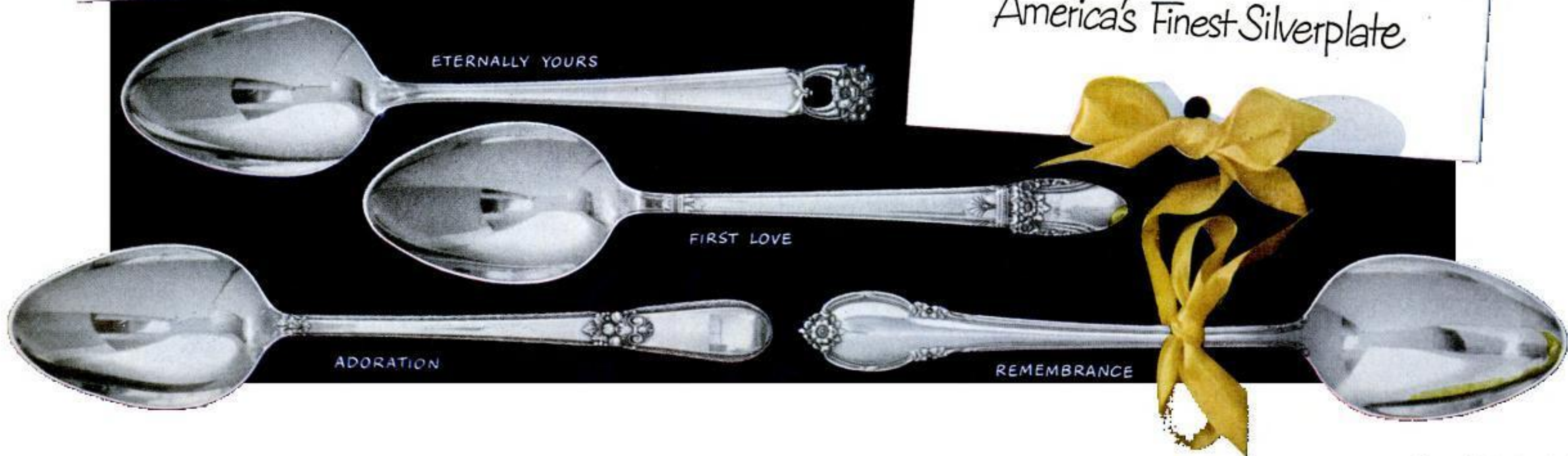


GOWN BY HENRI BENDEL

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# 1847 ROGERS BROS.

America's Finest Silverplate



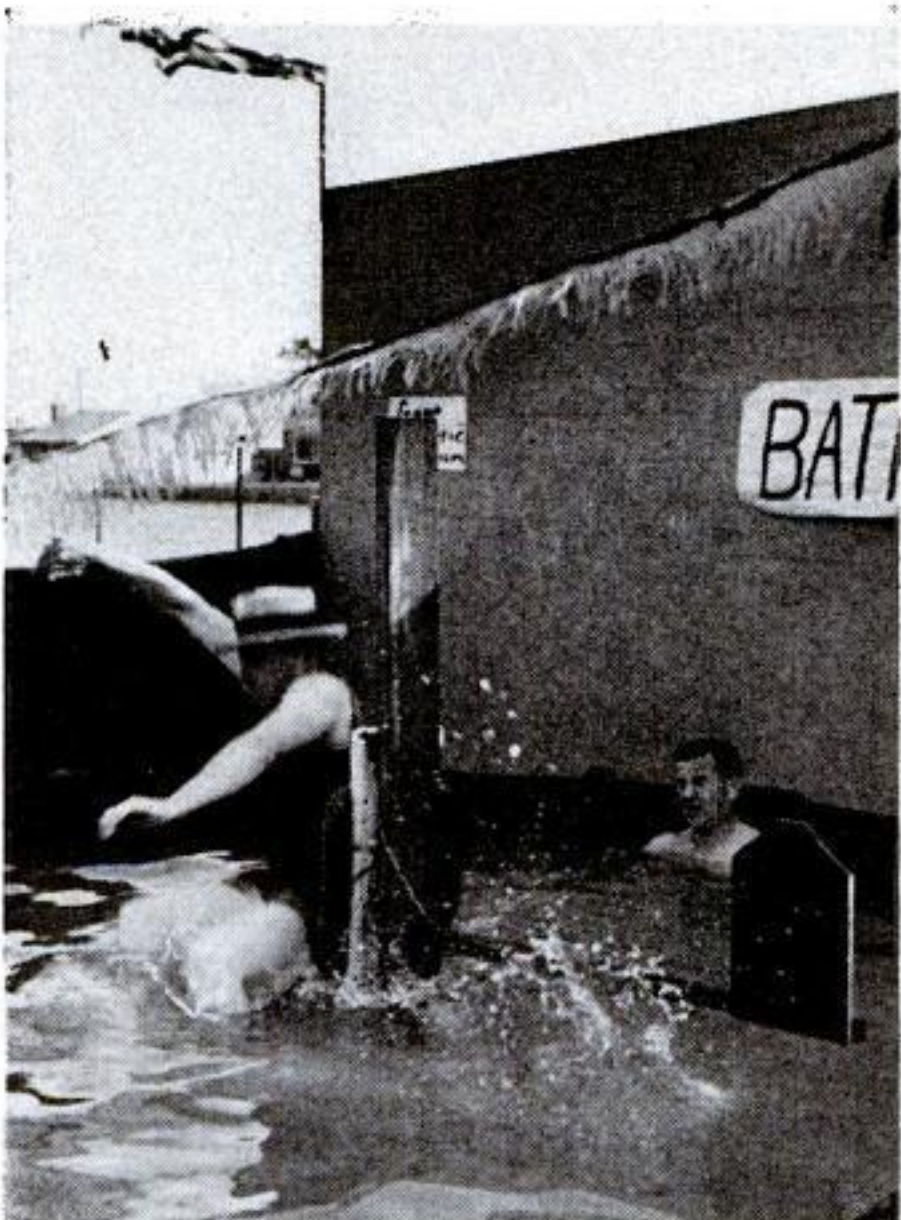




**PRINCIPAL MILLER** looks dignified at his desk. He has headed the school since it opened in 1948.



**DETERMINED STUDENT** throws ball which will knock Miller's perch loose, toss him into tank.



**PERCH COLLAPSES** after hit and dumps Miller into the water. P.T.A. member waits to help him.



**SOGGY BUT GAME, MILLER BOBS AROUND IN CANVAS TANK AFTER BEING DUNKED BY STUDENT HIT**

## DUNKING FOR DOLLARS

**School principal gets soaked 60 times to raise money for P.T.A.**

In Arcadia, Calif. the P.T.A. of Hugo Reid Elementary School had a wonderful if fiendish idea for raising money to buy athletic equipment. It put up a water tank and above the tank built a trick perch. When hit by a baseball, the perch would collapse and dump its occupant into the water. Then, in a moment of financial inspiration, the P.T.A. elected the school's principal,

31-year-old Donald ("Duck") Miller, to be the fall guy. Wearing an old-fashioned suit and a battered straw hat, Mr. Miller sat apprehensively over the water while the delighted parents (at 15¢ a throw) and children (at 10¢) blazed away at his precarious perch. Hundreds of throws were sold, Miller was unceremoniously dunked 60 times and the P.T.A. made \$66.85.



# Women have their troubles



when the hot weather arrives

So it's a hot and humid day! So it's also a day when sanitary protection is needed! Lady, you should learn about \*Tampax. For the lucky woman who discovers Tampax can sail through the month without ever a thought of belts and heavy pads—and everything that these accessories imply. Tampax is actually invisible when in use. More, *it cannot be felt* even in the slightest degree.

Tampax is the invention of a doctor. It is worn internally and absorbs internally. It discards every bit of outside bulk. Nothing is present to make you uncomfortable. Or to chafe. Or cause odor. No bulges or edge-lines with Tampax. It may be worn in swimming. ... Made of pure surgical cotton, Tampax is compressed in applicators for easy insertion and changing. Highly absorbent. Small in size. Disposal no trouble.

You can buy Tampax at drug stores and notion counters even in country villages. Three absorbencies—Regular, Super, Junior. Average month's supply fits in purse. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.

\*Reg. U. S. Pat. Off.



Accepted for Advertising by the Journal of the American Medical Association

TAMPAX INCORPORATED LFE-19-60-P  
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

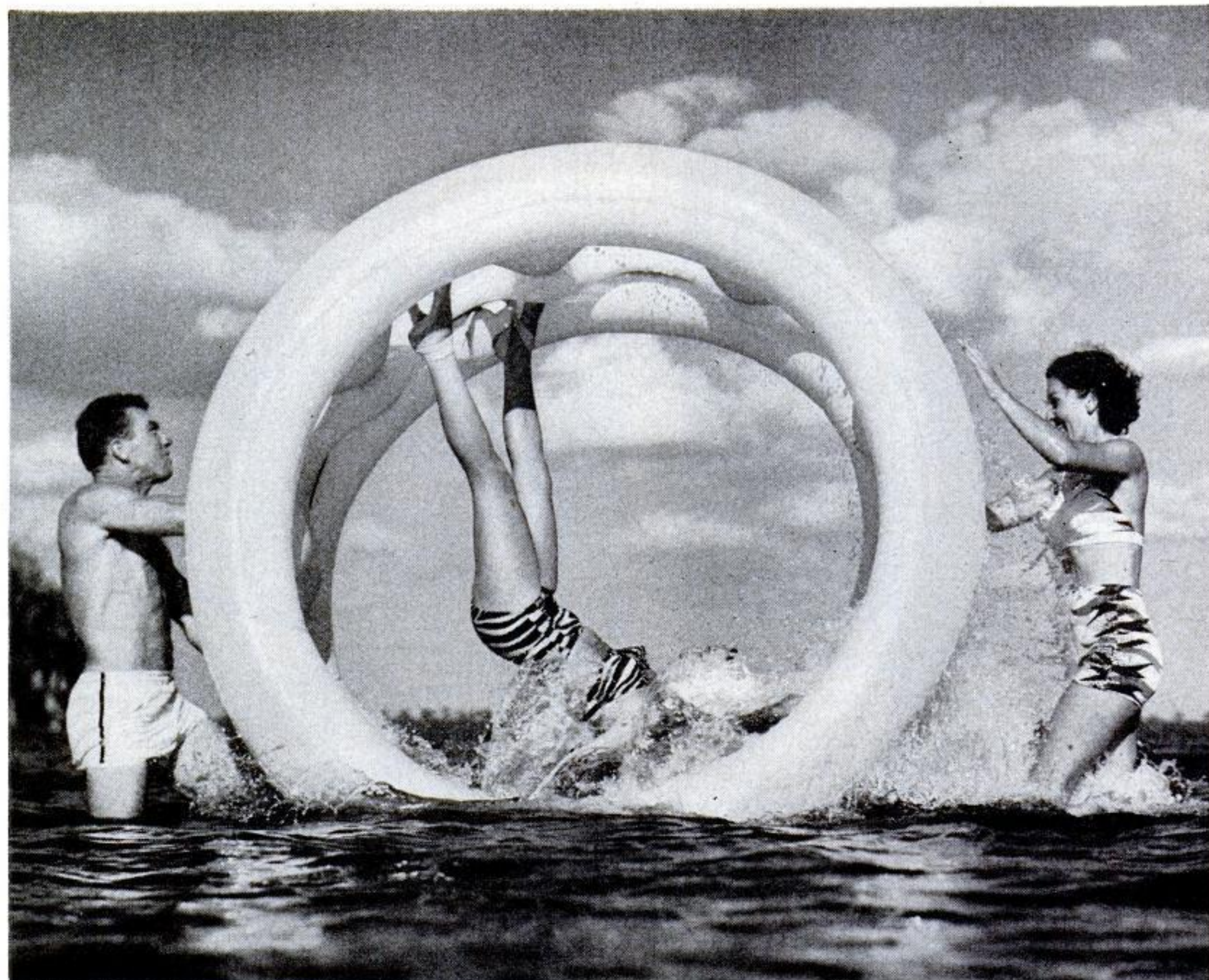
( ) REGULAR ( ) SUPER ( ) JUNIOR

Name.....

Address.....

City..... State.....

## Dunking CONTINUED

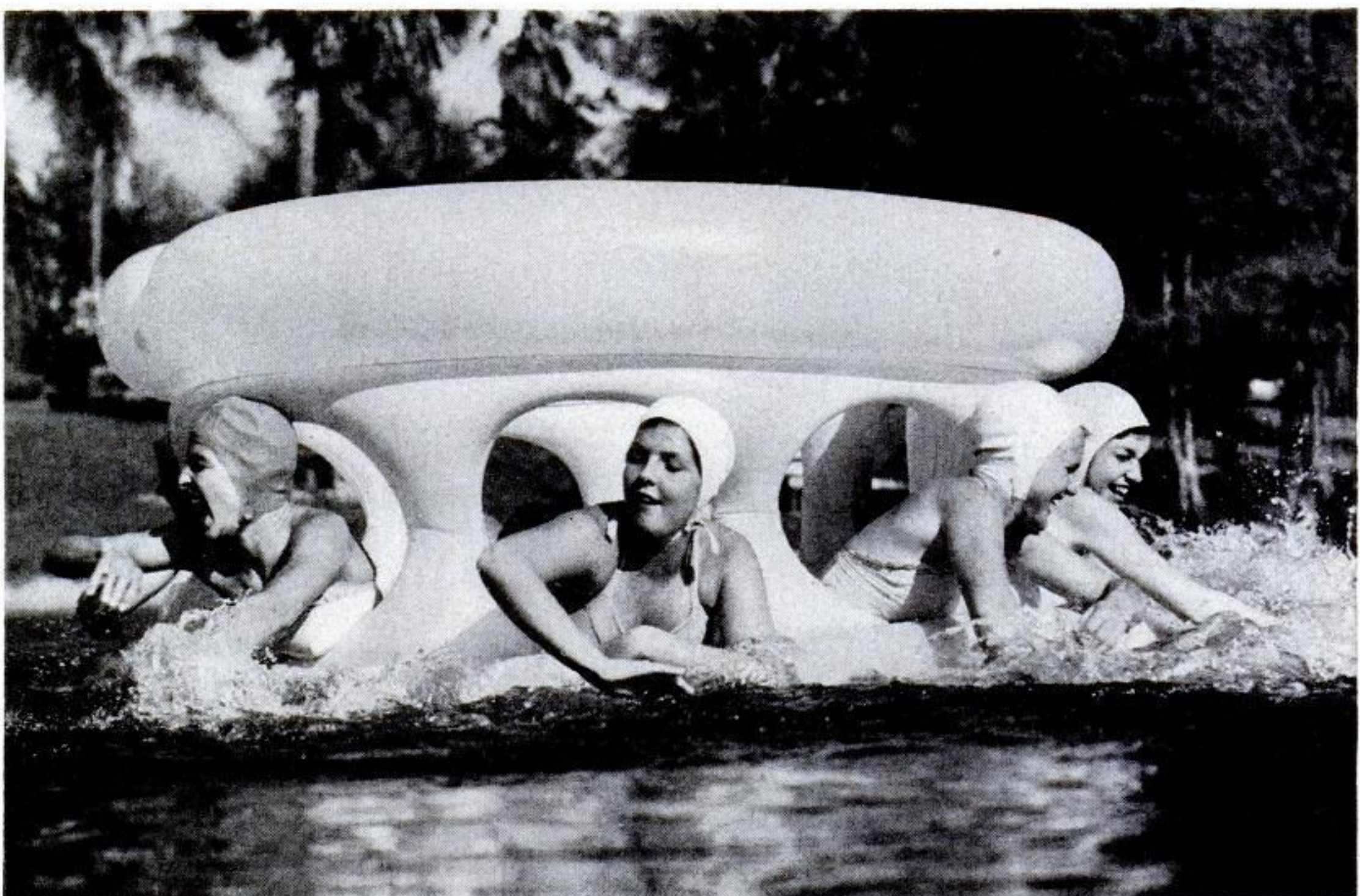


HER FEET STRAPPED TO THE WHEEL, ANN WILLIAMSON HANGS ON WHILE FRIENDS SPIN IT AROUND TO GET HER WET

## WATER WHEEL PROVIDES NEW WAY OF DUNKING FOR FUN

The young residents of Winter Haven, Fla., nationally known for their expert water skiing, have found a more relaxed way of getting wet. At nearby Cypress Gardens they ride an inflated 6-foot plastic wheel which is spun around in the water like a seagoing Ferris wheel,

dunking its passengers as it turns. Called a Bil-Buoy by its manufacturer, the Vinylite wheel is light (about 8 pounds) and is made of two rings joined together by a framework of the same material. When not being used, the Bil-Buoy can be deflated and packed in a suitcase.



TURNED ON ITS SIDE, THE WATER WHEEL IS REVOLVED LIKE A MERRY-GO-ROUND BY CYPRESS GARDENS AQUAMAIDS

CONTINUED ON PAGE 90



# LIFE

Dear Reader:

Every now and then some of our editorial plans are made far enough in advance so that we can tell you a week ahead of time about some of the things you can look forward to seeing in the coming issue.

The kind of stories we know about in advance are generally color stories. These must be closed early to allow our engravers enough time to produce the kind of engravings that make LIFE's color reproductions so true to the originals. This was the case in LIFE's presentation of Michelangelo's Sistine Chapel frescoes, the "Nineteen Young American Artists" and the exclusive color photographs of the grottoes under St. Peter's.

Sometimes a story that involves an unusual amount of preliminary planning and work is scheduled far enough in advance for me to tell you it is coming. These are the big acts, like our Mid-Century Issue, "A King's Story," by the Duke of Windsor, and this week's roundup of gambling in the U.S.

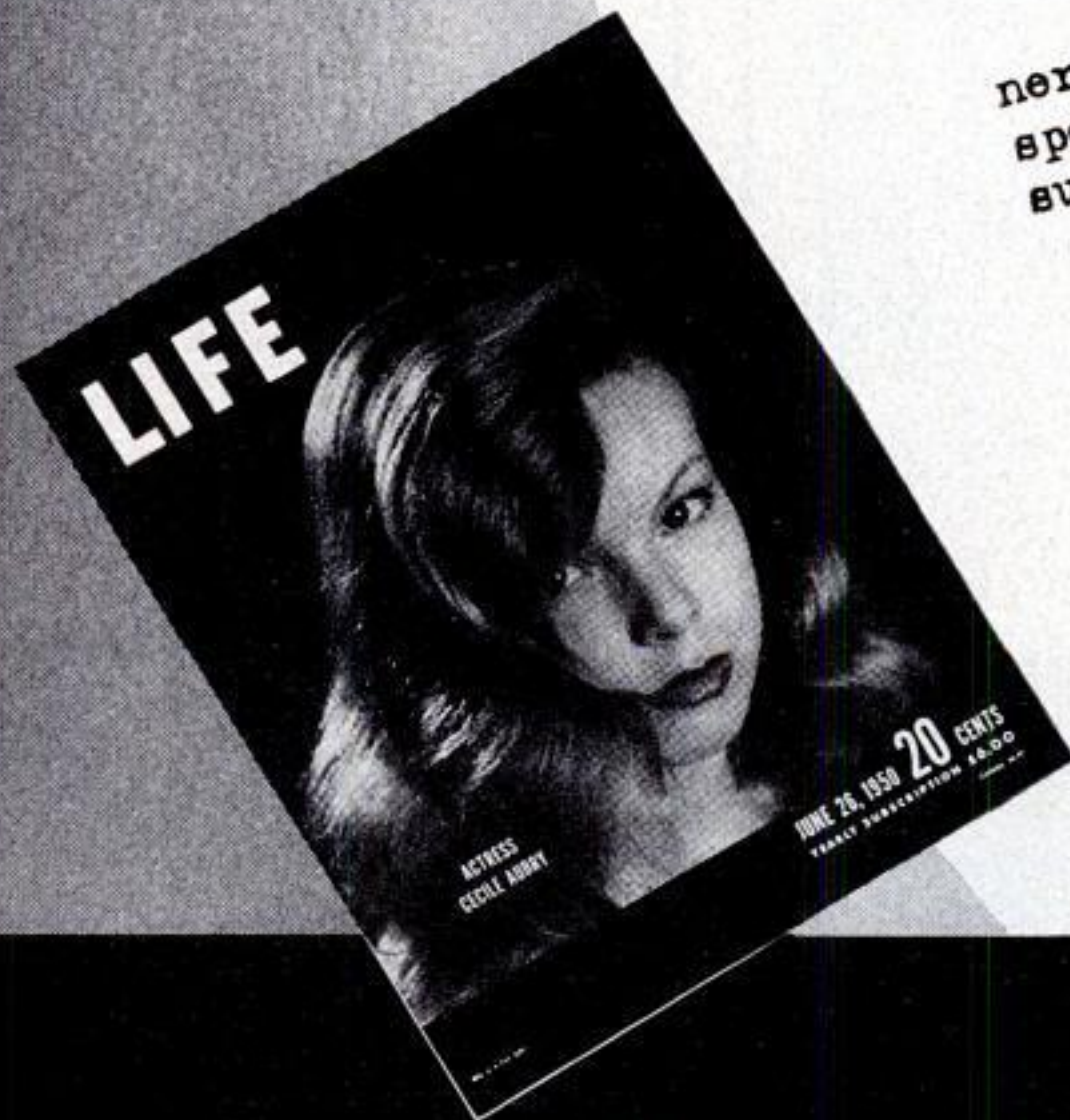
But often I cannot tell you ahead of time about some of LIFE's most interesting issues. And that's because so much spot news pours into LIFE's offices in words and pictures each day that our managing editor must wait until it is time to go to press before deciding just what stories he will draw from the hundreds available to make the most fast-paced, newsworthy and informative issue.

Next week's issue is going to be one of these. As cables and airmailed photos arrive from our correspondents in London, Paris, Berlin, Rome and points south, east and west, and as scores of other news gatherers file their words and pictures on the domestic scene, editors are wondering what new events will crowd out of next week's issue the stories they now have in preparation.

Although the job of getting such an issue to press is rather nerve-racking to all the editorial staff involved, there's always a special reward afterward when our readers start telling us, "That sure is a wonderful issue!"

I think you'll see what I mean when you read LIFE next week.

ANDREW HEISKELL, Publisher



**Next week . . . Every week . . . you'll like LIFE**



HEAD OF  
THE LIST...  
he's got P.A.\*

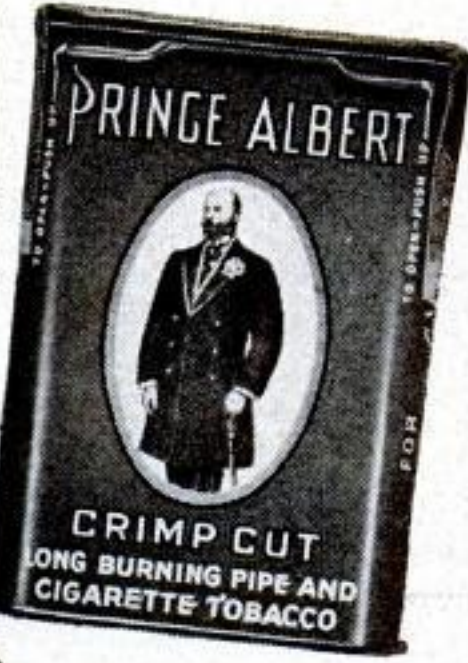


P.A.\* means  
Pipe Appeal and  
Prince Albert

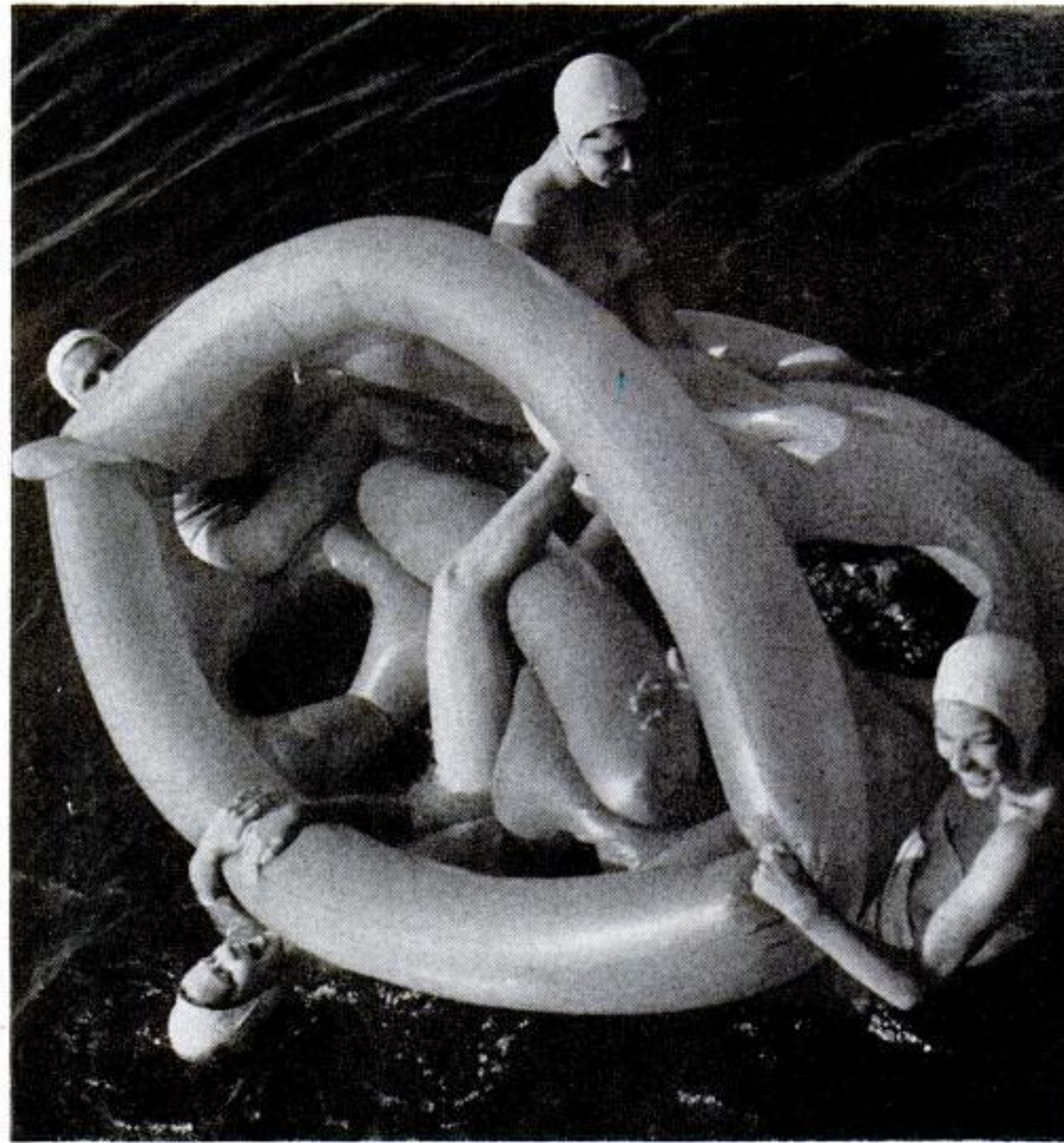
● You just know she has him at the head of her list. He's got Pipe Appeal! And you can guess he's got mild, rich-tasting Prince Albert in his pipe! Crimp cut P.A. is America's largest-selling smoking tobacco! Get P.A.! Prince Albert's choice tobacco is specially treated to insure against tongue bite.

R. J. Reynolds Tob. Co.,  
Winston-Salem, N. C.

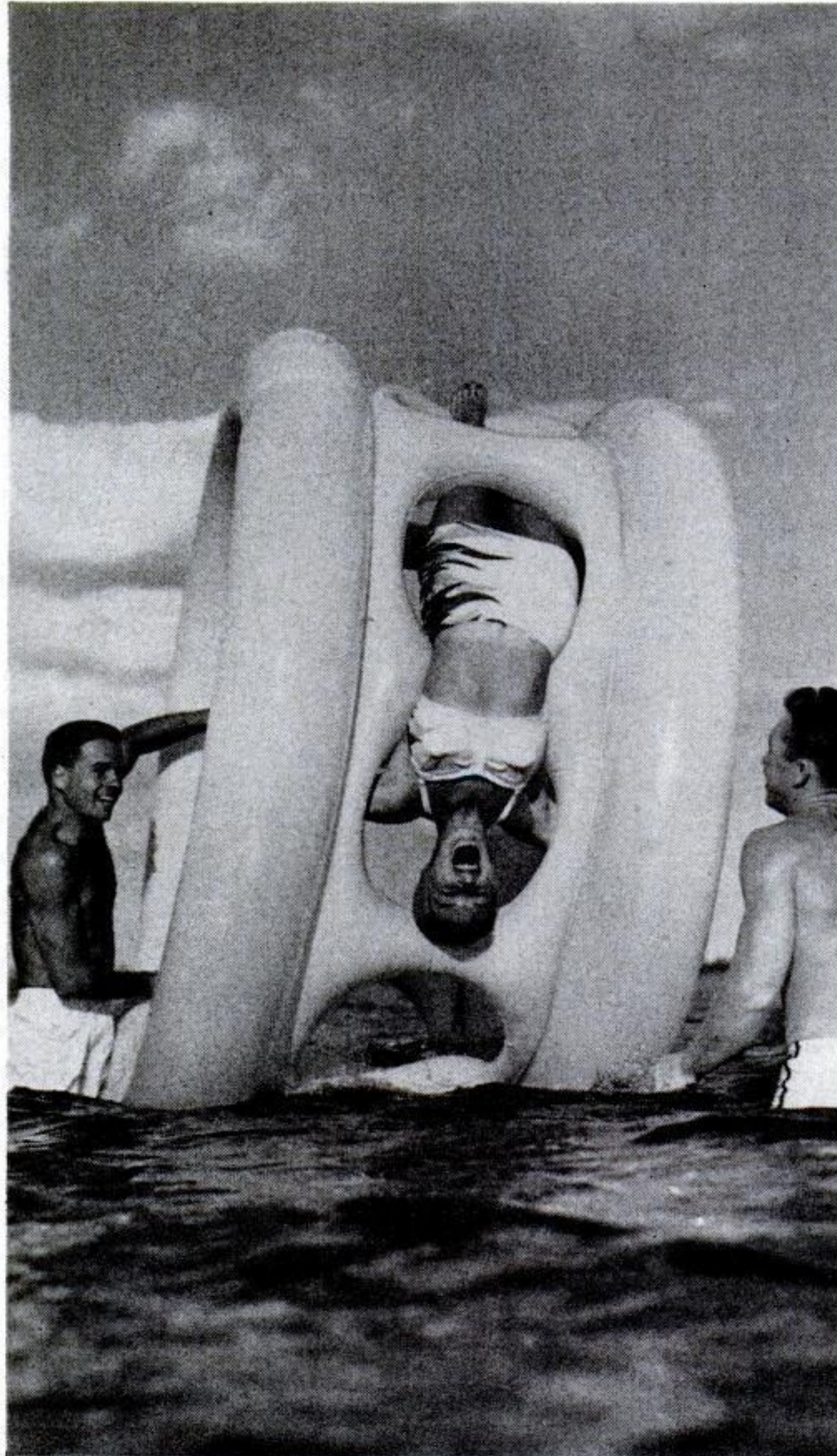
P.A.'S CRIMP  
CUT MAKES IT  
EASY TO ROLL  
A FINE  
CIGARETTE!



The National Joy Smoke



**WHEEL COLLAPSES** during game in which each girl, sitting at a different place on the wheel, tries to revolve it so she will stay on top and out of water.



**WHEEL WHIRLS**, spun by Jim Hubbard (left) and Bud Leach while Katy Turner, stretching between supports, laughs and gets ready to be submerged.

Year in and year out  
you'll do well with the  
**HARTFORD**



—all forms of fire,  
marine and casualty  
insurance and fidelity  
and surety bonds.

See your Hartford agent  
or insurance broker

**HARTFORD FIRE  
INSURANCE COMPANY**  
**HARTFORD ACCIDENT  
AND INDEMNITY COMPANY**  
**HARTFORD LIVE STOCK  
INSURANCE COMPANY**  
HARTFORD 15, CONNECTICUT

**GOOD..**  
any old time!

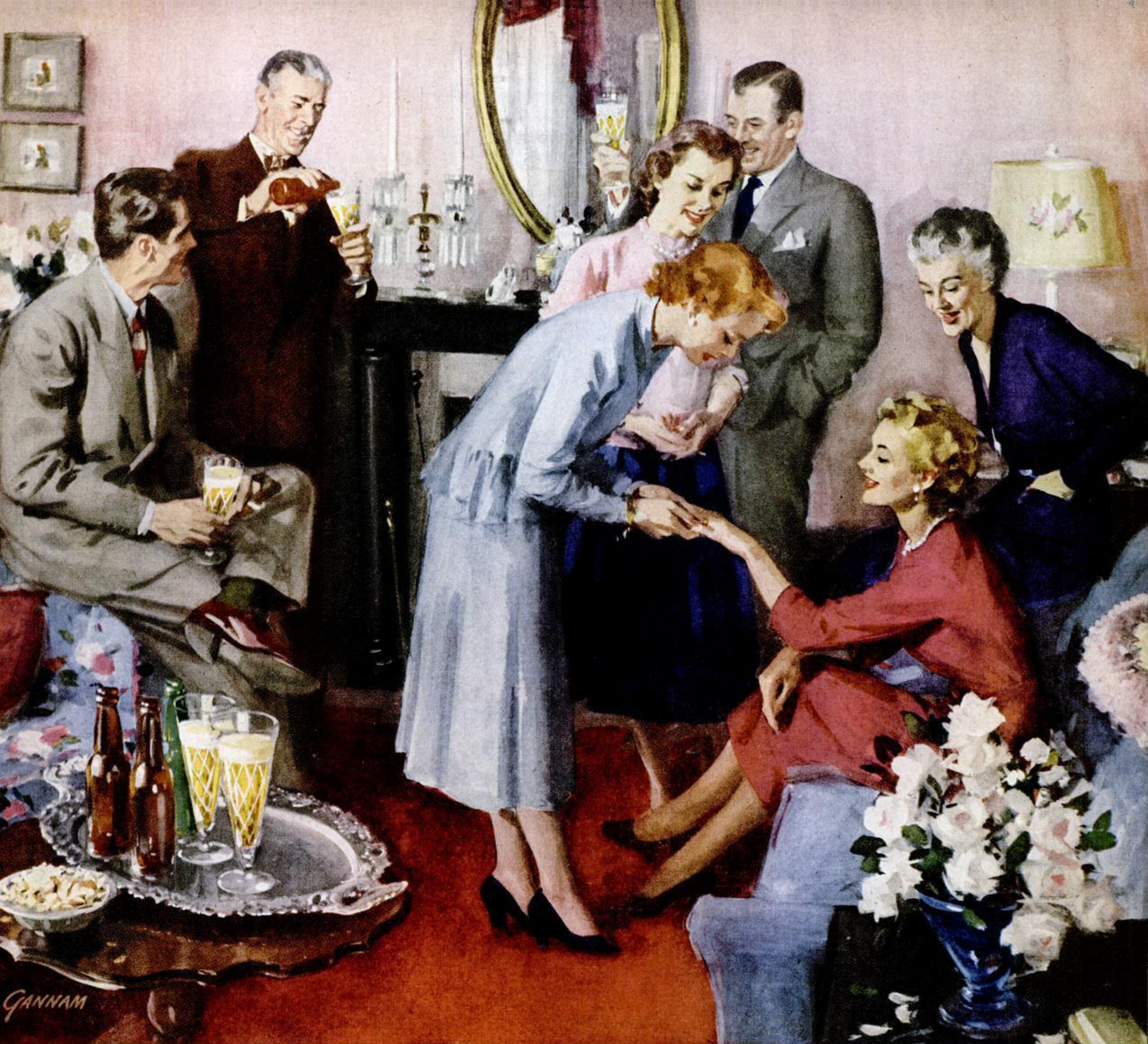


O.SOGLOW



**America's  
largest selling cheese cracker!**  
Sunshine Biscuits, Inc.





"Showing Off the Engagement Ring," by John Gannam. Number 43 in the series "Home Life in America."

## *Beer belongs...enjoy it*

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer and ale are the kinds of beverages Americans like. They belong—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy them, this too belongs—to our own American heritage of personal freedom.



*At mealtime, too!*

AMERICA'S BEVERAGE OF MODERATION  
Sponsored by The United States Brewers Foundation . . . Chartered 1862





# Know the truth *before you buy house paint!*

**SWP** HOUSE PAINT IS WEATHERED\*  
FOR YOUR PROTECTION AGAINST..

## ... PROTECTION AGAINST

- Excessive Loss of Gloss
- High Dirt Collection
- Uncontrolled Chalking
- Checking and Cracking
- Rapid Erosion
- Color Fading
- Industrial Fumes†

\*Every drop of SWP House Paint is WEATHERED for its ability to resist *all* these destructive factors before it is permitted to bear the Sherwin-Williams Label.

† Special SWP for certain areas

Before you buy house paint, it pays to know the truth. House paints should be judged on their *cost per year* ... not their cost per gallon. The best house paint you can buy will be your best investment in beauty and protection for the long run ... four or five years later. Over the years SWP House Paint demonstrates its WEATHERED\* brass-knuckle ability to fight off deterioration ... to give extra beauty and protection. All Sherwin-Williams paint products must pass grueling tests to earn the Sherwin-Williams Label. To get the most value for your paint dollar, see a nearby Sherwin-Williams Dealer ... look for the famous "Cover-the-Earth" sign. He'll be glad to recommend a reliable painter, if you wish. And be sure to ask him for your free copy of the Sherwin-Williams "Home Decorator" ... a colorful 32-page illustrated book filled with exciting home decorating ideas and complete information about SWP House Paint.



SEE YOUR NEARBY **SHERWIN-WILLIAMS DEALER**

**SHERWIN-WILLIAMS**  
AND ITS ALLIED COMPANIES LEAD  
THE WORLD IN PAINT RESEARCH

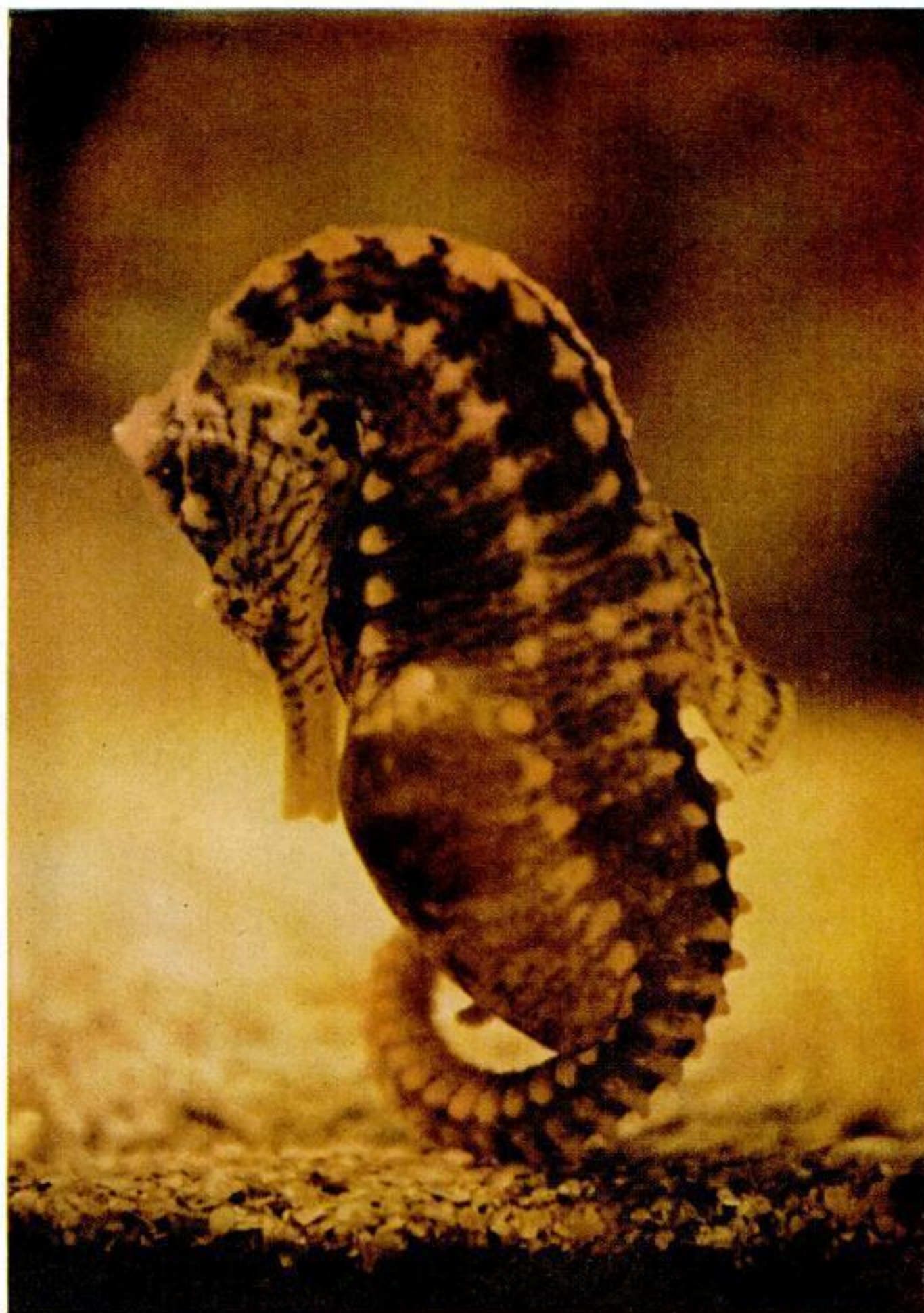


# THE MALE MOTHER

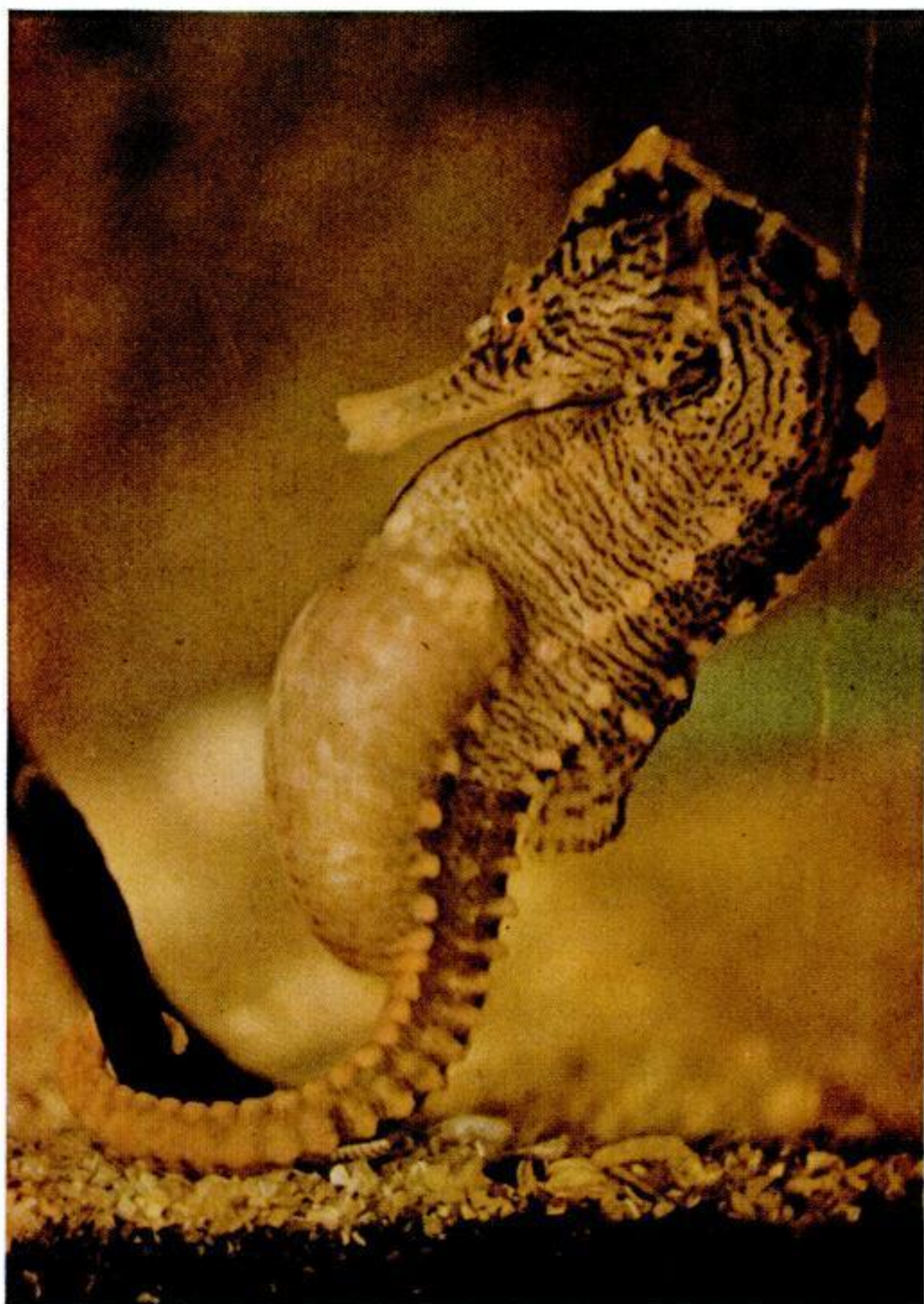
**Fish that looks like horse and has monkey tail also is built so that the father has the babies**

Motherhood is an experience generally restricted to females, and so far as males of the species are concerned this is just the way it ought to be. But down at the bottom of the sea, with the sea horses, things are different. There, it is the male sea horse that goes into labor and gives birth to its young. This strange division of the sea horse's reproductive functions, unparalleled in nature, is the peak of this tiny fish's paradoxical make-up.

Its head is like that of a horse and its tail like that of a monkey. Like a chameleon it protects itself by changing its color to blend with the surroundings. It makes sharp snapping noises in its lower jaw which may be a form of communication with other sea horses. During courtship the male is actively pursued by the female, who performs a sensuous dance that ends only when she deposits her eggs in a pouch on her mate's belly. From here on in, the male takes over. In the pouch the eggs are nourished on the father's blood for 45 days until they are fully developed babies ready to be born and to fend for themselves. The remarkable pictures on this page, taken at Marine Studios, Marineland, Fla., show a male sea horse as he gives birth to his herd of 600 baby sea horses.



1. A MALE SEA HORSE, ITS EGG SACK FULL, PREPARES FOR CHILDBIRTH



2. WRAPPING TAIL AROUND SMALL TWIG, IT BEARS DOWN TO FORCE DELIVERY



3. AT EXACT MOMENT OF BIRTH BABY SEA HORSES POP OUT, SWIM AWAY



# Real sugar-cured ham...all ham!



Made of the same tender Armour Ham you bake for holidays—chopped fine, lightly seasoned, vacuum-cooked.

Get several tins today. Have them handy on your pantry-shelf for the good, quick, easy meals you'll be wanting often now that summer's here. Sandwich meals, for instance.

Armour Chopped Ham is the perfect partner for egg salad. Chill ham well—Armour's exclusive middle-of-tin opener brings the loaf out firm, whole and easy to slice.

Remember, *all ham!* All real, sugar-cured ham. No bone, no waste—*no cooking!*



NEW! Middle-of-the-tin opener!  
Only Armour has it!



More than 25 different Pantry-Shelf Meals come from the famous Armour Kitchens. Fine Armour meats, cookbook recipes and home-like cooking care make them taste just like your own good cooking. Take home several kinds next time you go to the store. Join the millions of women who save millions of hours with delicious Armour Pantry-Shelf Meals.

© ARMOUR AND COMPANY

## ARMOUR Pantry-Shelf Meals

Tune in STARS OVER HOLLYWOOD — CBS Saturdays





**ONLY Edgeworth**  
comes in a  
**REAL POUCH!**

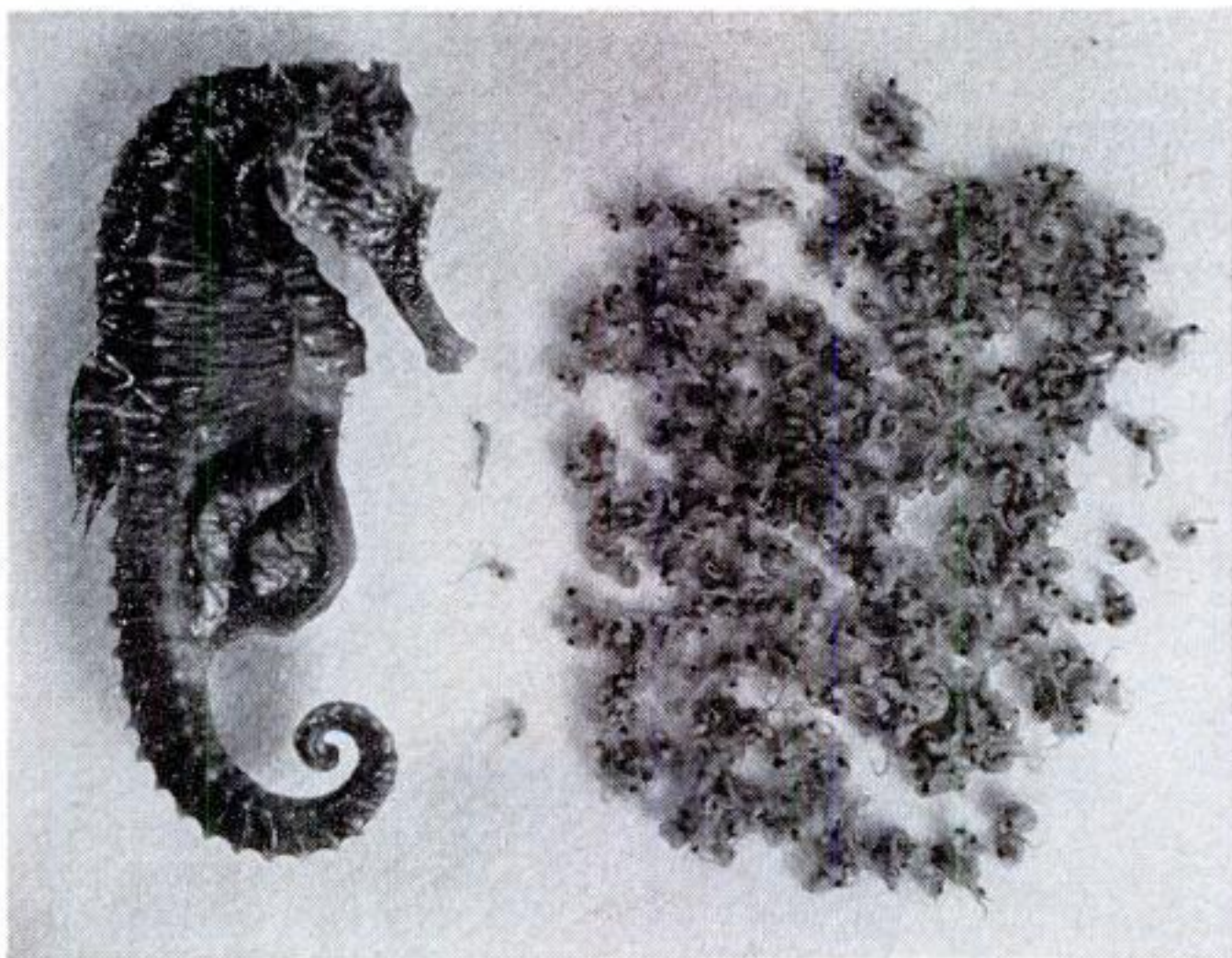


- Fits snug in your pocket—like a handkerchief
- Preserves that famous Edgeworth flavor

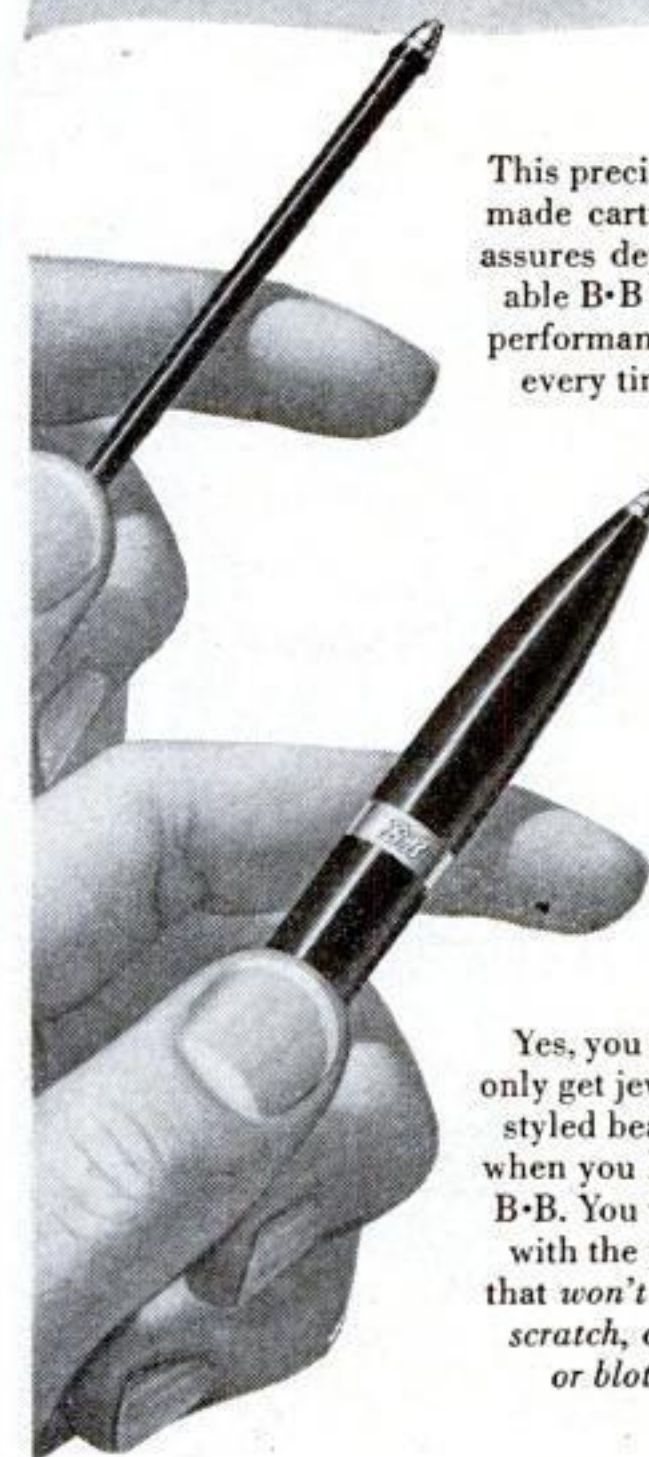
Enjoy today's super-mild Edgeworth



**AFTER DELIVERY**, as the exhausted male continues clinging to twig, the female swims up and wraps her tail around his neck. The gesture is neither an angry nor an amorous one. She is simply looking for something to hang on to.



**AN AUTOPSY** on another male sea horse reveals the frugiferous burden he carried in pouch below belly, which here is cut open to show blood vessels that supplied food to the 648 unborn babies. Tiny black dots are embryos' eyes.



This precision-made cartridge assures dependable B•B pen performance... every time.

Yes, you not only get jewelry-styled beauty when you buy a B•B. You write with the pen that won't skip, scratch, clog or blot!

*Over 40 million people write with*

*The B•B pen 98¢*

**TODAY'S GREATEST PEN VALUE**

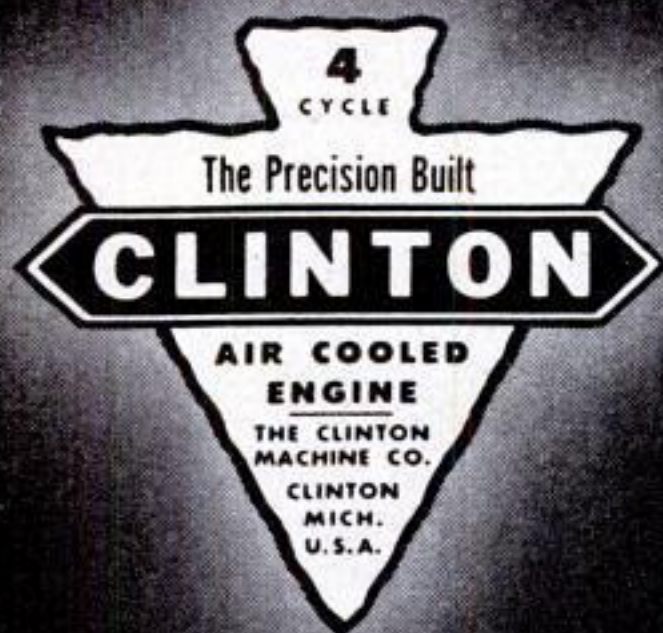


**INSIST ON THE LONGER WRITING B•B "PERMA-DRI" REFILL**  
It's the heart of your B•B pen. Ink supply good to last drop. Available everywhere. Only 49¢.

© B•B Pen Co., Inc., Hollywood, Calif.

**WHEN YOU BUY YOUR POWER LAWNMOWER OR GARDEN TRACTOR**

**BE SURE THIS EMBLEM IS ON THE ENGINE**



**WORLD'S QUICKEST STARTING, MOST RELIABLE SMALL GASOLINE ENGINE**



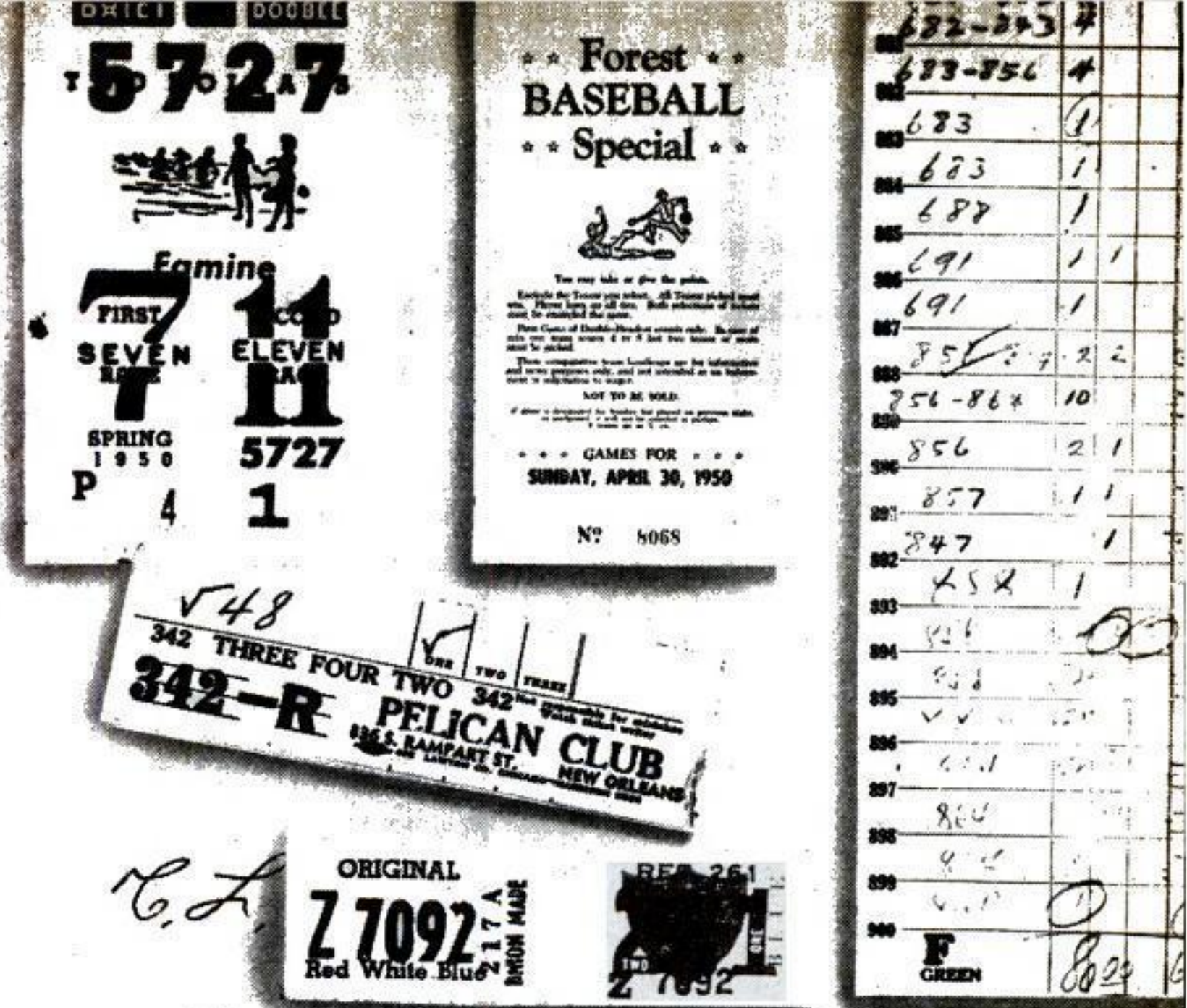
**CLINTON MACHINE CO. CLINTON, MICHIGAN**

**CLINTON ENGINES**









Chinese lottery, baseball pool ("Pot-O-Gold"), bingo card and weather lottery. Included in the panel at the top of the pages are a bookmaker's receipt for a \$2 bet on the race horse Mels Bells and a "Happy Hunting" punchboard. In panel at right are race-track daily-double ticket, tout sheets, Irish sweepstakes ticket, various gambling house records and a 50¢ chip used in a dice game in Illinois.

# IN THE U.S.

## ON NATION'S BIGGEST RACKET

by ERNEST HAVEMANN

strange ways. Probably the most embarrassed company in the land was Western Union, raided in New Jersey for letting bettors wire their wagers to the big commission houses around St. Louis. The governor of New Jersey told the governor of Missouri where he could raid a joint, and the police of New York told the police of New Jersey where they could find some telephones used by bookmakers. Gambling, which has quietly become the nation's most profitable industry, had now also become its biggest news. In this article and photographic essay LIFE tells what the shooting is all about.

gambling house was crooked. ("I know," said the man, "but it's the only gambling house in town.") He also likes the joke about the man who got the same warning as he stood losing at a dice table. ("I know," said this man, "but I can't quit until I'm even.")

When the gambler wins he often spends the money foolishly, and still more often he sets it aside to be gambled with and lost another time. There is the story about the horse player, just back from Florida with a light suit and no topcoat, shivering in the grandstand at the first spring race meet in New York. "Look here," a friend says, "why don't you buy yourself an overcoat? I just saw your billfold and it's loaded with money." The man replies, aghast, "I can't spend that! That's betting money!" As a matter of fact the more thoughtful gamblers sometimes wonder if they really care about money at all. They can appreciate, as no nongambler can, the full irony in the legend of the Harlem bootblack who was in the habit of saving his nickels until he had \$10 to invest in one big splurge on the numbers lottery. One day he hit and found himself with \$5,400. In a burst of enthusiasm he quit his job, rented a fancy apartment, had champagne and roast duck sent in and acquired a host of expensive girl friends. His spree lasted a month and then the money was gone and he went back to work, sadder, wiser and suffering from a terrible hangover.

ARTICLE [CONTINUED ON PAGE 108](#)  
PHOTOGRAPHS ON NEXT 10 PAGES

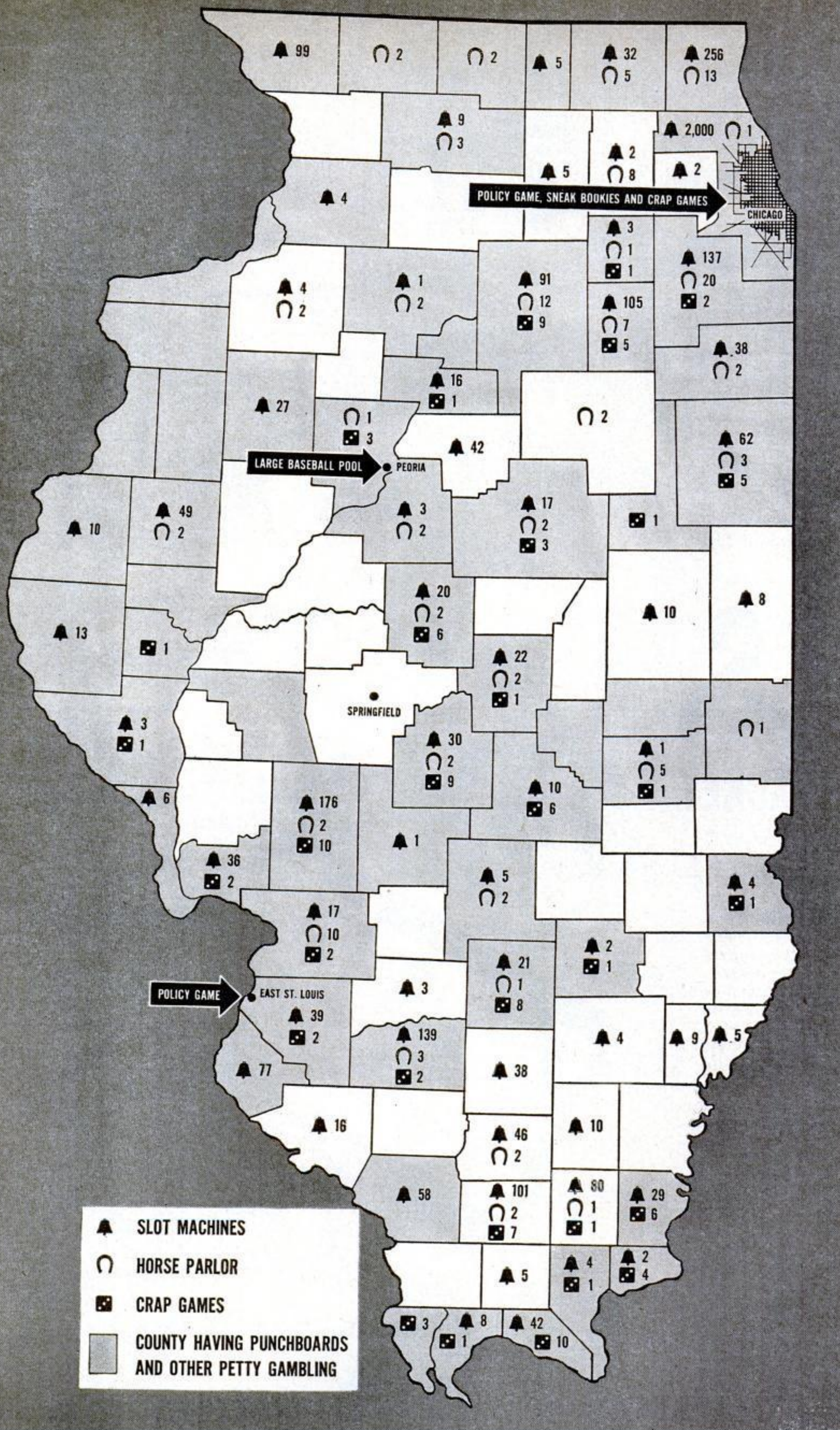




# ILLINOIS TRIES

Under the recent administration of Governor Dwight H. Green, one of the Republicans who greatly helped the Democrats win the last election, Illinois became a perfect case study of a state where gambling is illegal according to the statute books, but free as a breeze as far as enforcement of the laws is concerned. Thanks to the apathy of the state administration and the connivance of county officials, slot machines milked the public of about \$55 million a year and some of the horse parlors had profits of over \$1 million a year each. Illinois was perhaps not too different from most states, but the racket there was bigger and better.

When reform Governor Adlai Stevenson was elected in 1948, he was faced with a wide-open state—and also with the fact that the county officials and even his state police wanted no part of a cleanup. But early this year he had replaced half the troopers with hand-picked Army veterans, had accumulated a whole filing cabinet full of detailed reports on gambling establishments and was ready to act. Conferences with county officials—many of whom turned white when they saw the filing cabinet—had a rapid and startling effect on law enforcement in many places. Where this failed to work, as it did in



COUNTY-BY-COUNTY GAMBLING MAP SHOWS HOW WIDESPREAD WAS GOVERNOR STEVENSON'S PROBLEM

## THE STATE'S KNOWN GAMBLING SPOTS

This was the situation in Illinois as Governor Stevenson mapped it early last month, just before he sent out the state police on the raids shown at right. Even then the state had much less gambling, thanks to some quiet pressure, than when the governor took over. In the old wide-open days there were scores of other establishments, and the tolerance of the local officials was often amazing. The sheriff in one county actually owned the slot machine concession himself.

His machines were delivered in his official cars, and deputy sheriffs made the installations and collections. The most vicious rackets of all existed in counties where the two local political parties had made a deal—installing a Republican prosecuting attorney and Democratic sheriff, or vice versa—so that each party could blame the other one for the failure of law enforcement, and the buck could be passed indefinitely whenever the voters tried to complain.

## BIG BOOKIES ARE RAIDED



WOMAN CUSTOMER hides head with newspaper at blackjack game interrupted by raid at Hyde Park Club.



OFFICE SAFE yields records showing that Hyde Park grossed \$6.5 million a year. Owner Red Moore is at left.



# TO DRIVE IT OUT

Madison County, Stevenson began sending the troopers to do the job themselves (*below*).

Illinois still has a long way to go (*map*) but it is on the road to cleaning out gambling—and oddly enough the governor has been getting more complaints than kudos. A banker objected that the drive was hurting deposits; landlords moaned that they were losing their best-paying tenants; restaurant owners said without slot machines the customers stayed away in droves. The strangest complaint came from Havana, in Mason County, which got \$15,000 of its \$50,000 budget money last year by making friendly raids on the gambling houses every month and having the owners pay a fine. "With the gambling fines cut off," said Mayor Clarence Chester, "next year is going to be tough."

Even the gambling customers, who have to foot all the bills for the racket, have accused the governor of spoiling their fun. Governor Stevenson, who is unrelenting but somewhat perplexed, has been forced to admit, "I don't know whether the antigambling campaign has won or lost us votes." He has learned what many public officials have learned before him—on the matter of enforcing the gambling laws, you are damned if you don't and damned if you do.



AT HIS DESK GOVERNOR STEVENSON COMPLAINS SADLY, "GAMBLING HAS BEEN MY NO. 1 HEADACHE"



**RACING PAPERS** dropped by customers litter floor of Hyde Park Club as state police take over.

Simultaneous raids were made here and at the 200 Club, both across river from St. Louis, on May 12.



**BIG BOSS** of the 200 Club, Harry Wrest, looks on as a state trooper counts out the \$922.78 he had in his pocket.



**FINGERPRINTS** are made of worker caught in raid. Police wanted to check against known criminal prints.



# NEVADA BRINGS IT INTO OPEN AND GETS RICH

At Las Vegas, Nev. this spring an event of great social interest took place. An ex-busboy named Wilbur Clark, grown rich in a business which 47 states consider reprehensible, opened his new \$3.5-million Desert Inn, a showplace hotel designed to smother its guests in luxury. The Desert Inn has 17 acres of landscaped grounds, a giant swimming pool, a children's playground, a floor show good enough for Broadway, a \$100,000 kitchen and a chef who once worked for the Duke of Windsor—and also the big room below,

which is the reason all the rest was built. In this room, thanks to the Nevada law which makes gambling legal, the dice, roulette wheels and blackjack tables will run 24 hours a day. Soon, unless Wilbur Clark runs into extraordinarily bad luck, the casino will pay off the investment and Clark and his associates will start getting richer than ever. All this is considered only just and proper in Nevada, and among those present to give the venture his blessing was Governor Vail Pittman (right). In fact almost everybody



**WHAT A BIG CASINO NEEDS** to run for a single night is shown by this picture of Desert Inn employees and implements gathered in gambling room before the opening. There are 320 people in this photo; the hotel and casino staff had actually grown to 380 by the time the customers arrived and is now over 450. The

14 police scattered through the picture, headed by the security chief, are hired and paid for by the house but have credentials from the county sheriff. The floor bosses watch over the games. On the dice layout in foreground the house takes bets up to \$1,000. Behind it at left is a blackjack table at which wagers run up to



who amounts to anything in Nevada was there except the children and the bank clerks, both of whom are barred from gambling houses.

Just as gambling is the biggest headache for the governor of Illinois, it is one of the biggest boons to the governor of Nevada. The state taxes the gamblers 2% of their gross profit, plus license fees, and last year received \$1.4 million or 15.5% of the entire state tax revenue. In addition the counties derive 8.5% of their budgets and the cities 22.4% from the betting places,

and the gamblers are generous contributors to charities. One worker out of every 10 in the state is employed in the gambling places, at an average salary of \$4,100 a year.

The games are honest, graft appears to be at a minimum and the state is mighty prosperous. Nevada might be considered the world's best argument for legal gambling except for one thing: most of the money comes from tourists, and nobody knows what would happen if the gambling were just feeding on Nevada's own population.



GOV. PITTMAN (RIGHT) WITH GAMBLER CLARK



\$400. On the roulette wheel at right the limit is \$25 on a single number or \$500 on the red or black. Wheel on wall at left rear has numbers corresponding to seat numbers at adjoining bar, is spun every hour to give a silver dollar to the lucky customer. The rug in this room, woven to order with four-leaf clovers, horseshoes

and playing-card symbols, cost \$10,000. The roulette wheels cost \$2,500 apiece and the dice, true to within .0001 inch, are worth \$1.50 a pair. The house uses about 300 pairs a week, discarding them as fast as the edges become worn. The chorus girls are members of a floor show which costs the house \$15,000 a week in salaries.





**THE WHEELS WHIR** day and night at Harold's Club, which has 500 machines and enough customers to keep most of them busy all the time. The signs above

the machines tell beginners how to recognize a jackpot—three bars in a row—and claim reward from cashier. The room's old gun collection is worth \$150,000.





**FIFTH JACKPOT** of day on 50¢ machines is rung up by cashier. Other registers show 10¢, 25¢, \$1 slots.

## NEVADA LOVES SLOT MACHINES

In wide-open Nevada the slot machine is considered, especially by women, to be the greatest mechanical invention of the age. Its circling wheels, with their engrossing display of cherries, oranges, plums and bars, await the loose change in restaurants, drugstores and even groceries, and are a big business in the casinos. They get the biggest play of all in Harold's Club, the efficient assembly-line casino which dominates gambling in Reno and is believed to win \$12 million a year (from which taxes and expenses are deducted). Harold's brags that it sets its machines to keep less than 3% of the coins paid in, returning all the rest in the form of tantalizing dribbles, medium-size hits and luscious jackpots which range up to \$145 on the \$1 machines. This is a fantastically generous rate compared to the slot machines in other parts of the country (p. 110), but it still nets the club hundreds of thousands of dollars a year. The house sometimes has a bad night at the dice or roulette tables, but the slot machines grind out the house percentage with perfect mechanical precision.



**BROKEN HOPES** are represented by coin wrappers forming mute but eloquent litter at players' feet.





**FRANK COSTELLO**, most publicized of U.S. gamblers, made a fortune out of a monopoly on slot machines in New York City and New Orleans, the latter installed at the invitation of the late Huey Long. He claims to have retired completely from the racket except for owning the Beverly Club outside New Orleans.



**JOE ADONIS**, onetime overlord of Brooklyn bootlegging, has the reputation of being the smartest casino manager in the country, is often called upon by other professional gamblers for advice or arbitration. He has been highly successful in other businesses—garages, trucking and factory-to-dealer auto transportation.



**JIMMY CARROLL** of St. Louis is one of Midwest's biggest bookies, is famous for setting odds on the Kentucky Derby winter book and baseball pennant races.



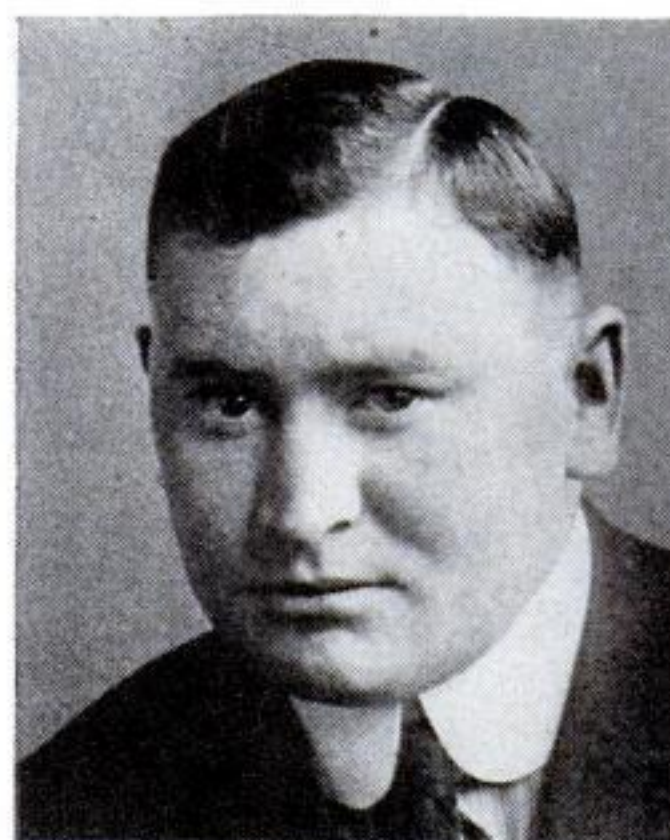
**CHARLIE FISCHETTI**, Al Capone's cousin, is biggest horse-betting operator in Chicago area, has branched out to casinos in Florida and the West Coast.

## THESE ARE THE TYCOONS

All bigtime gamblers, an Ohio police chief told the Senate committee, "started out with lead pipes in their hands." As generalizations go, this is a pretty good one. Most of America's gamblers are graduates of gangs; bootlegging, the shakedown rackets or confidence games. It is doubtful that anybody too squeamish about violence could possibly have fought his way to the top. Yet most of the bigtimers have come a long way since they entered the game. The gambling profession is so lucrative that, like gold mining or the junk business, it often has an extremely refining effect upon its successful practitioners. None of the men on these pages is overwhelmed by college degrees and indeed most use doubtful grammar. Yet practically all of them know how to dress, travel and behave in the very best circles. They have to because their top customers are the very best people.

The professional gambler has to be a man of many talents. He must know how to decorate, staff and operate a first-class nightclub. He must know how to put the fix in with the local authorities without being taken for his shirt. He must be a shrewd judge of human nature, for a few crooked employes could easily cost him a fortune in a single night. He has to judge how much money his customers are good for, or he will be stuck with a pile of rubber checks which no court in the land will help him collect. When the dice go the wrong way he has to have nerves of steel and absolute faith in the law of averages. Since he is an outlaw he must risk going to prison, and since his customers sometimes get awfully unhappy he even has to risk being shot. He must be scrupulously honest in financial matters and yet know every crooked trick in the game, lest he himself be victimized. Although he must be a very wise guy, he sometimes has to act like a sucker and be willing to drop \$10,000 in a customer's harebrained business scheme rather than lose the customer's friendship. Although he has to be tough to survive, he must fit in perfectly among gentlemen.

Few men can meet all these requirements, and out of all the people who open gambling houses about half go broke despite the odds in their favor.



**TOM MCGINTY**, ex-boxer, actor and bootlegger, is tops in Cleveland, avoids photographers, hence this old picture. His place was once robbed of \$500,000.



**"BONES" REMMER**, for years top man around San Francisco, seems to be slipping since officials closed some of his joints and U.S. slapped \$850,000 tax lien.





**MEYER LANSKY**, reputed head of the industrial rackets in New York in the '30s, switched to gambling and has been operating a big casino in Florida.



**WILLIAM MOLASKY** runs race wire in St. Louis, was once nicked for \$181,000 back taxes. He has \$390,250 stock in Western Union, whose wires he uses.

## WHO RUN THE BUSINESS

In fact, if gambling were legalized all over the U.S. tomorrow, the same men who now run the illegal empire would probably continue to run the show inside the law, because they are the only people with the know-how. Nevada authorities, when they screen a new applicant for a license, seem to be delighted if he has a record of gambling convictions in other states. That means that he has had experience and will probably get along fine. It is mostly businessmen from the right side of the tracks, trying to get along in a new game, who have caused trouble in Nevada.

One thing the Senate wants to find out is whether the gamblers constitute a nationwide syndicate, and if so what connection they have with organized crime. People in the know, however, scoff at the idea of a syndicate, claiming that the gamblers are as competitive as any other big businessmen. They exchange credit information and often lend each other money, because a gambler could hardly secure a bank loan for an illegal casino. They also go partners in gambling houses in tourist centers like Florida, where the players like to know that the gambler from their home town has a piece of the place. But there has not yet been any evidence to back up the talk that gambling is a monopoly with its own chairman of the board, presidents and vice presidents in charge of districts.

Though they are hardheaded businessmen, most professional gamblers like to gamble themselves. They especially like to bet on sporting events and often try to juggle the odds, usually by pretending to be making big bets on one side while quietly placing money on the other. Frank Costello was once embarrassed when asked by a friend to join in a roulette game because he did not have the slightest idea how roulette is played. He has been a big horse player, however, and once had a queer experience at Belmont Park. Just before a race a socialite friend who had a horse running said, "Frank, my colt is a cinch today." Costello said, "Bet you ten he loses." "Okay," said the owner. The horse lost and the owner handed over a \$10 bill. Costello looked at it sadly and said, "I meant ten grand."



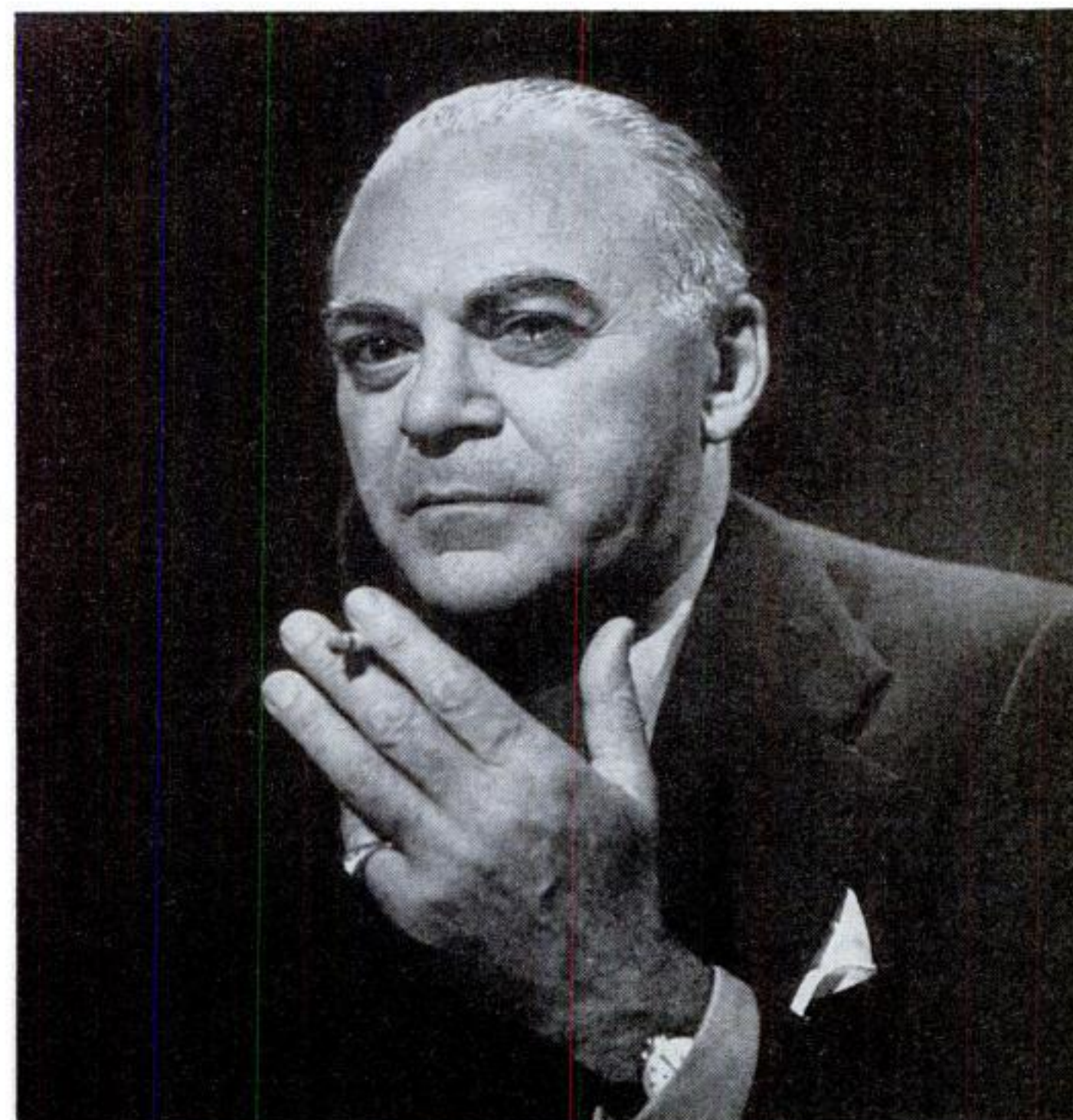
**FRANK ERICKSON**, onetime busboy, has been the king of the eastern bookmakers for two decades. A bookmaker's bookmaker, he specializes in handling wagers which smaller fry colleagues find too big for comfort. New York's district attorney recently arrested him, seized his books and bank records as evidence.



**"DOC" SAGANSKY** is the kingpin in Boston. When he was sent to prison for two years in 1943 investigators said his numbers racket made \$8 million a year.



**MERT WERTHEIMER**, Detroit operator, has also owned casinos catering to the wealthy in Florida and on West Coast. He now runs the Mapes in Reno.



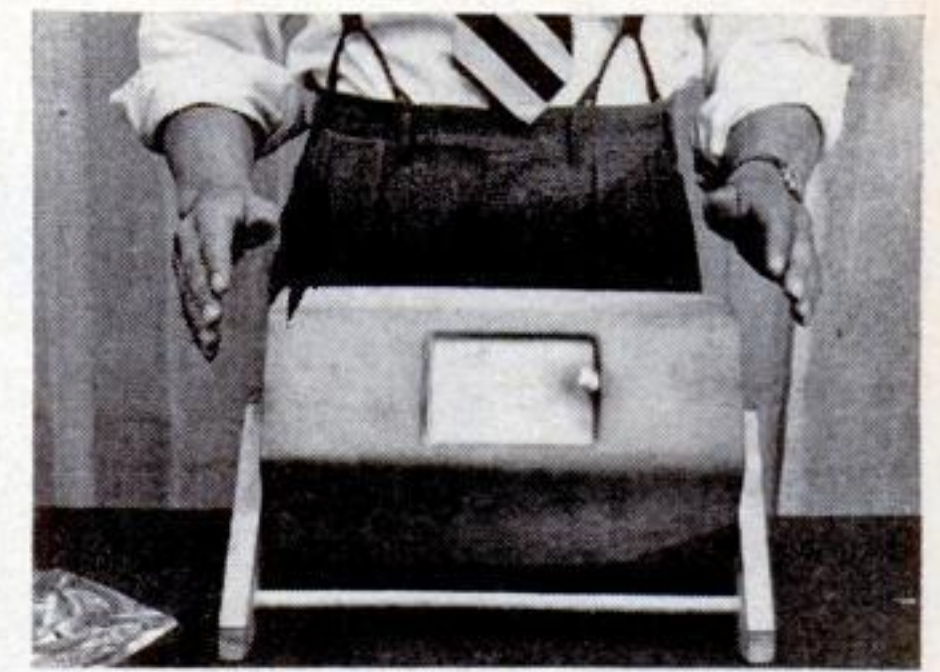
**PHIL KASTEL**, a Costello lieutenant, went to New Orleans to manage the slot machines. He now runs the Beverly Club, which has a chef from the Waldorf, a headwaiter from "21," the best-looking chorus line and the most genteel casino in America. He was once a bucket-shop operator but now hobnobs with the elite.





AT A CHICAGO POLICY STATION a woman customer makes her bet. Slips in box show winning

numbers of previous day. Sign is for primary election next day; the station was also a polling place.



THIS IS A POLICY WHEEL USED IN CHICAGO

## POLICY RACKET PREYS ON POOR

The poor man's lottery is the policy game, with bets from a nickel up. The game began in England as a way of accommodating the people who could not afford a ticket in the regular lotteries and was imported to the U.S. about 150 years ago. Today the numbers from 1 through 78 are placed in a little wheel or keg (above), and 12 of them are drawn out. A player bets that he can write down three of the numbers that will be drawn, which is called a "gig," or four of them, a "horse," or five, a "jack." The pay-off is at odds of 199-1 for a gig, 399-1 for a horse and 1,999-1 for a jack, and since the mathematical odds against winning are 345-1, 2,881-1 and 26,655-1, the operators do fine even when the drawings are honest. In a pinch, since the drawings are almost always held in secret, the operators can choose the winners and losers at will.

Some big cities, New York for one, play the numbers game instead of policy. Here the player bets a three-digit number, from 000 to 999, and the winning number is determined by the day's mutuel figures at the race tracks or by the digits that come up in stock exchange or clearinghouse statements. In New York the winner is found by adding up all the win, place and show mutuels at the local track in 1) the first three races, 2) the first five and 3) the first seven, and then taking the numbers to the left of the decimal points. For instance, if totals are \$150.00, \$207.40 and \$788.80 the number for the day is 078. The chances of picking the winner are 1 in 1,000, but the operators pay only 599-1 in New York and as little as 99 to 1 in Atlanta. At times they have also arranged with clearinghouse or race-track employees to rig the daily figures.



DREAM BOOKS AND TIP SHEETS are a profitable sideline to the policy and numbers business and a safe way to make a living off the racket without directly

violating the gambling laws. All of them, of course, are utter hoaxes since the numbers are determined purely by chance, and nobody can possibly predict them.





**OCCULT HELP** to produce numbers winners is given by Harlem's Madame Fu Futtam, who runs a shop on 149th St. in which she sells dream books, holy

candles, lucky charms, loadstones and oriental oils. According to her book, if you dream of falling the next day's number will be 903; of flying, 251; of snakes, 989.



# "STOMACH UPSET" make you Tumble and Toss?



You can sleep soundly tonight...  
feel fit as a fiddle tomorrow!

If you tumble and toss in a tiresome effort to get to sleep, acid indigestion may be your trouble. But this condition, which frequently accompanies constipation, can be relieved quickly if you take Phillips' Milk of Magnesia. It works with amazing speed because it's one of the fastest, most effective stomach acid neutralizers ever discovered. As a result, your acidity is soon eased away and you're deep in sleep. In addition, Double-Action Phillips' is also a wonderful laxative... and when morning comes, it brings you gentle, effective constipation relief, so you start your day feeling fit as a fiddle!



Liquid Phillips' is available in 75¢, 50¢ and 25¢ bottles. Phillips' Tablets in \$1.00, 50¢ and 25¢ sizes

# STOP FOOD WASTE with KRISPY KAN

**THIS MAGIC KNOB  
ABSORBS MOISTURE!**

**KEEPS FOODS  
CRISP AND  
TASTY!**

**BEAUTIFUL  
DESIGN!**

**BLUE MAGIC  
SALT AND PEPPER SET**

**FREE-FLOWING  
SALT GUARANTEED**

Krispy Kan stops food waste—saves food taste. It's not just another canister. You can leave crackers, potato chips, dry cereals and many other foods in the Krispy Kan and they'll always retain the crisp, tasty flavor which was baked into them. Guaranteed for a lifetime of service in every home. Retail price \$1.95 at Department and Gift stores everywhere. Pat. applied for

**LUCE MANUFACTURING CO., Groton, Vt.**

# U. S. GAMBLING

TEXT CONTINUED FROM PAGE 97

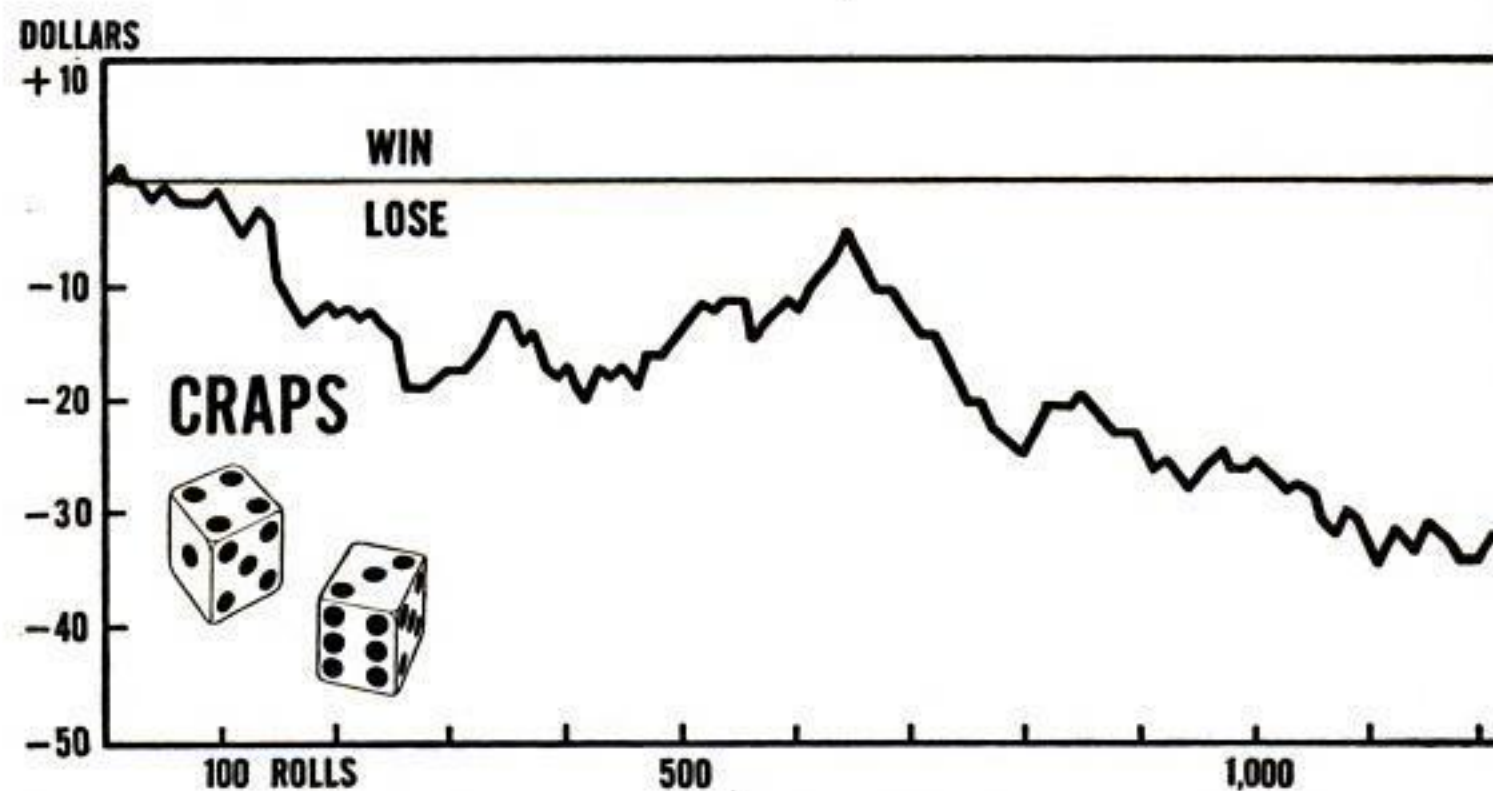
The next time he had \$10 he returned to his old hobby of trying to pick the numbers. Finally the news came that he had hit again—and he cried, "Good Lord, do I have to go through *that* again?"

The gambler cultivates a poker face and tries to act as calm as a hog in cold storage. Yet beneath his deceptive exterior his heart beats faster, his blood pressure goes up and he sweats right through his undershirt. In Las Vegas, Nevada, the capital of U.S. gambling, the sale of cigarettes for calming nerves is the highest in the nation, and the death rate from heart disease and apoplexy is up in the stratosphere. The gambler is always racked with emotions; he kicks himself when he loses, and when he wins he kicks himself for not having had the nerve to win more. His daydreams are sickened by thoughts of what might have been. ("If only I had had sense enough to quit when I was ahead." "If only I hadn't changed my mind on the third race." "If only I had bet with the dice instead of against them.") He is a greater exaggerator than the fisherman; among fellow gamblers he likes to brag about his bad luck and among nongamblers he lies like a Trojan about his winnings.

In the highly scientific and realistic 20th Century U.S., the gambler is among the last practitioners of superstition. He throws spilt salt over his left shoulder, knocks on wood, avoids black cats and goes out of his way to give a beggar money en route to his *rare* or his dice games. He has an old hat, a necktie or a tiepin that brings him good luck, and if bad luck sets in he chases it by walking three times around his chair. He begs, cajoles and pleads with the dice, talking to them more tenderly than he talks to his wife. He can feel in his bones when a slot machine is about to drop a jackpot or when the red is going to come up at roulette, and when the feeling turns out to be wrong he looks at the machine with the aggrieved expression of a man deceived by his best friend. He dreams the winning numbers of horses and sees visions of a lottery killing in the license number of a taxicab that brushes him at a street corner. No matter how many times he has failed, today is always the day.

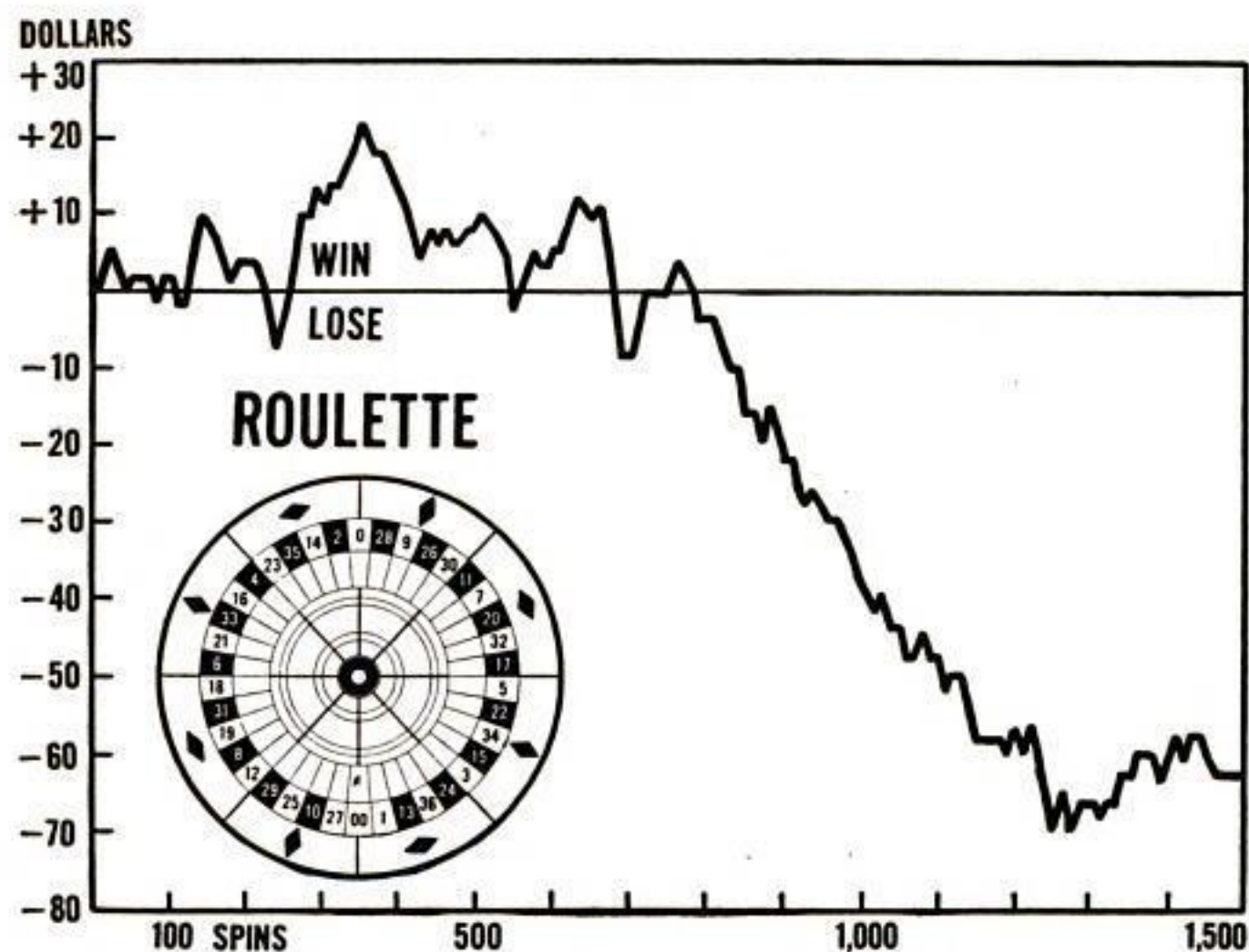
Perhaps it is this sense of magic, of Lady Luck smiling on her chosen and showering down the silver dollars, that makes gambling so attractive to so many people. A sociologist named Edward Devereux Jr. once spent three years studying gambling and gamblers and turned his material into a 1,000-page doctor's thesis at Harvard. One of his conclusions was that petty gambling, done occasionally for small stakes and primarily for recreation, is probably a good thing for a lot of people, in that it enables them to cast off temporarily the harsh realities of modern cause-and-effect society and recapture the happy belief of the child and primitive that the world has been designed strictly for their benefit. After all, society does set pretty rigid rules. A man is supposed to be industrious and thrifty; he is not supposed to lie in the sun, wiggle his toes and hope that a rabbit will hop into his pocket to provide his next meal. Most men are bound to rebel a little, Dr. Devereux decided, and the gambling table is as harmless a place as any to work it off.

Yet gambling, like alcohol or dope, can become an addiction, and the person who is in its clutches is a pathetic thing to watch. Elderly widows have lost their inheritances at the bingo table, and men



**CAPRICES OF "LUCK"** are shown by chart of 2,500 dice rolls at a Las Vegas casino last month, during which dice won 361 times and lost 402. Each bet was





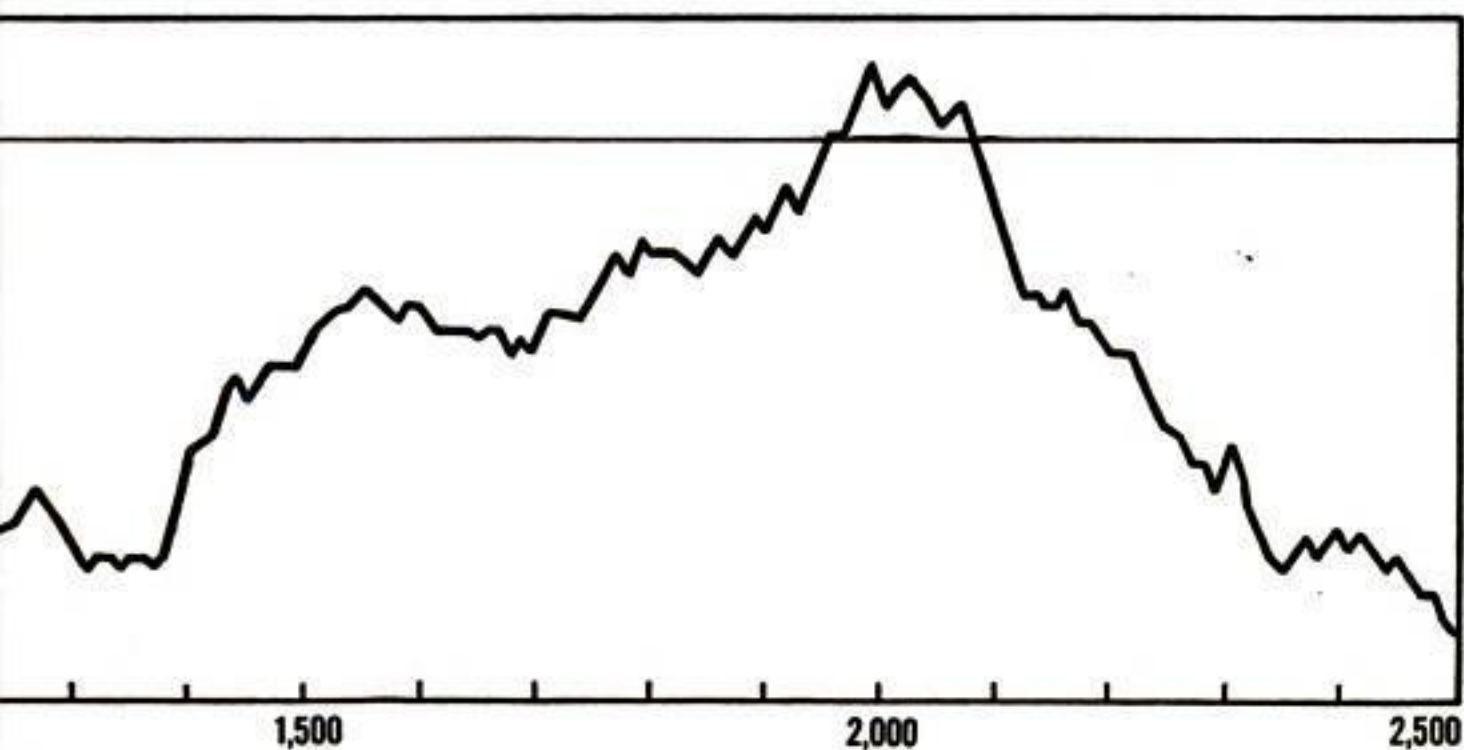
**BAD NIGHT FOR RED** is charted at \$1 a bet at Las Vegas roulette wheel. The red had a losing streak of 11 in row, enough to ruin any system player.

with previously impeccable records have caught the horse-race fever, embezzled the boss's money and gone off to prison. Gambling is the biggest single cause of such crimes as embezzlement; it is also a cause of broken marriages, neglected children, poverty and sometimes suicide. The Russian novelist, Dostoevski, himself a neurotic gambler who pawned his wife's jewelry for money to lose at roulette, wrote a book called *The Gambler* which is one of the most hair-raising stories of a wasted life ever put on paper. Nobody can read it without concluding, all questions of morals or theology aside, that gambling can be a devastating evil. Hence the long history of efforts to save the gambler from his own folly.

The current Senate investigation must be at least the 10,000th official government attempt in at least 1,000 different countries to "do something" about gambling. No matter what the Senate decides to do, if indeed it decides to do anything, its action will undoubtedly have been taken somewhere before. Gambling has been ignored, outlawed, legalized, outlawed in some forms and legalized in others; it has been taxed, licensed and made a government monopoly. No other problem has inspired so many solutions, none of which has had more than a temporary success. In fact history seems to show a kind of cycle, repeated over and over again: 1) under open gambling, so many people eventually begin playing and losing that the whole social structure is threatened; 2) all gambling is outlawed; 3) the law proves to be unenforceable and a source of corruption; 4) a few types of gambling are legalized but this proves to be an unworkable compromise; 5) finally all types are permitted and the cycle starts once more. The U.S. is a big country and the local pattern varies. But it can be said in general that we were in the third stage of the cycle until the '30s, when state legislatures began legalizing race tracks right and left, and we are now in the fourth stage. Nevada, being an especially forward-looking or regressive state depending on how you view such matters, is already in the fifth.

The strange thing about gambling is that the laws usually have very little effect on what actually happens. It is true that when gambling is open more people patronize it, but no matter how far it is driven underground it still survives. In the U.S. practically all forms of organized gambling are illegal in every state but Nevada.

CONTINUED ON NEXT PAGE



\$1 on dice to win. Note upward swing at 1,377th roll and sharp losing streak at 2,071st. As noted on page 113, players invariably fail to allow for such swings.

# Stay on the light side with **William Penn**

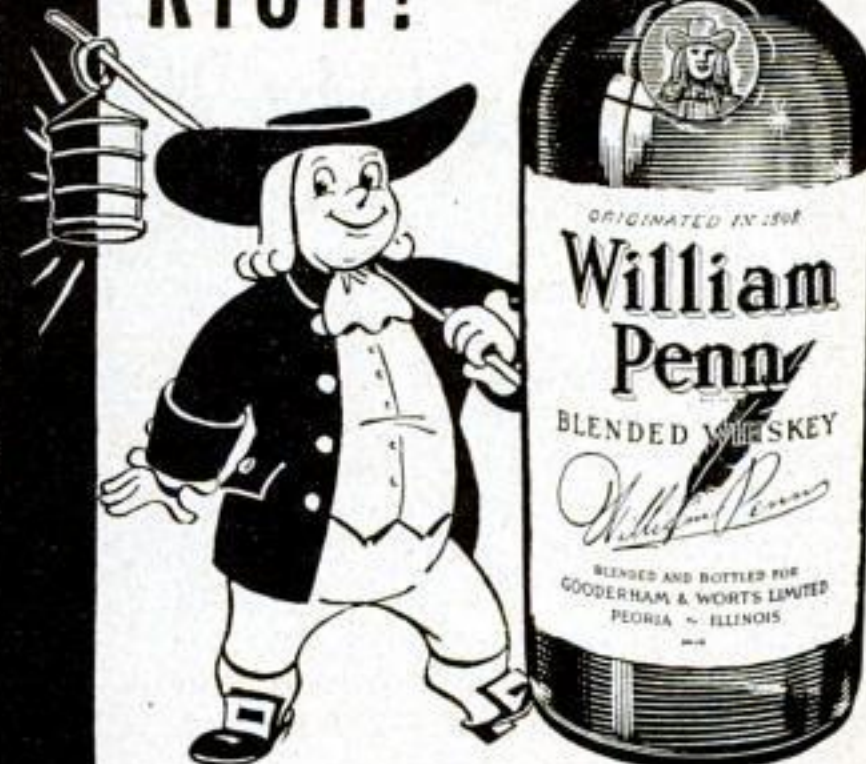


## you'll prefer this whiskey

because it's  
**LIGHT**  
yet  
**EXTRA RICH!**

Clubs, restaurants and taverns serve William Penn because its rich, satisfying flavor always comes through in any drink. Try it yourself! Next time use this light but superbly rich whiskey when you serve a highball, Manhattan or Old-Fashioned!

Blended whiskey. 86 Proof. The straight whiskeys in this product are 4 years or more old. 35% Straight Whiskey, 65% Grain Neutral Spirits. Gooderham & Worts Limited, Peoria, Illinois.



## William Penn Blended Whiskey



# NOW!

## BRIGGS

### SMOKES

### 3 WAYS BETTER\*



1. Stays lighted longer...by 19%



2. Cleaner burning...by 16.4%



3. Less tar...by 21.6%

So today...

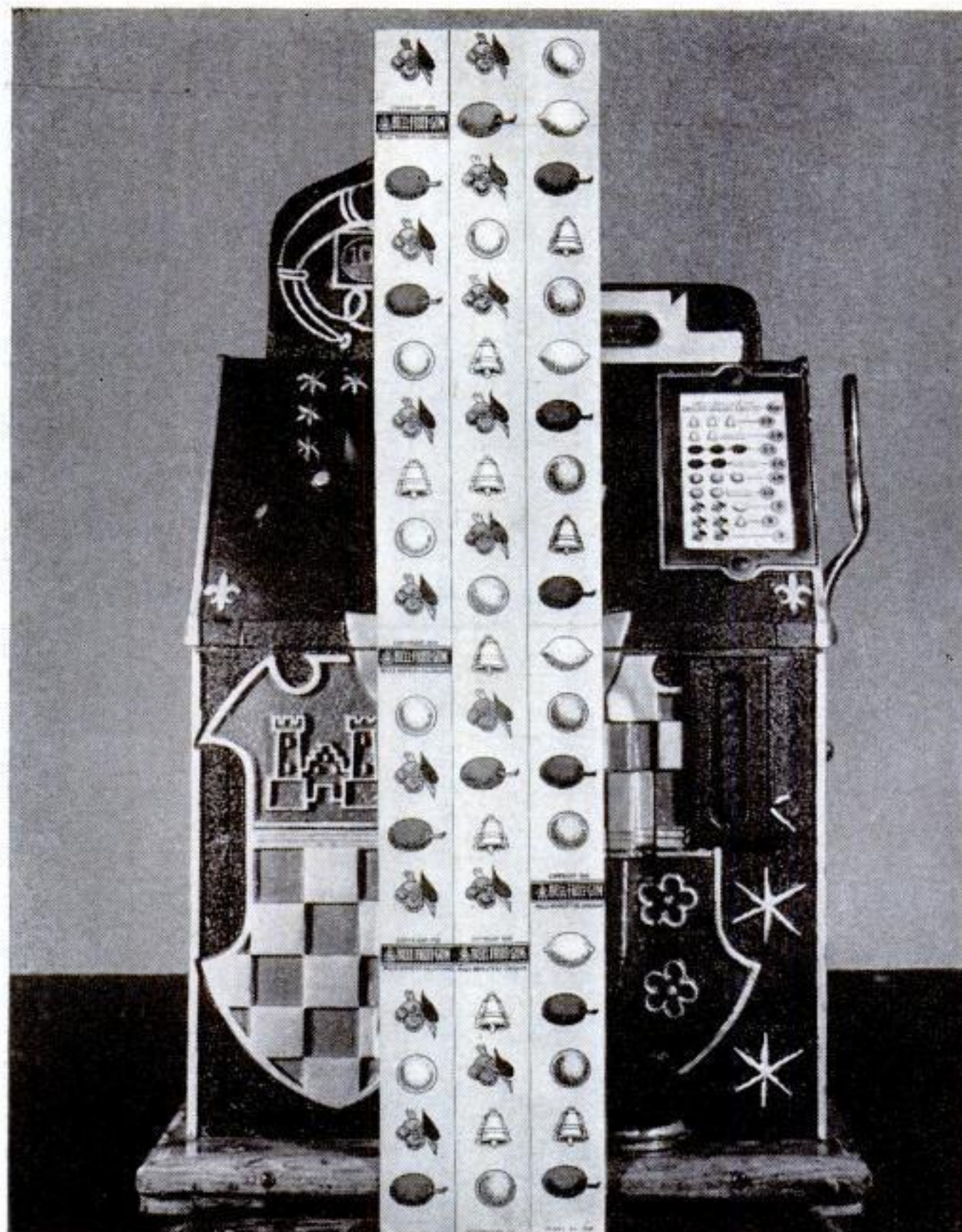
Put this  
in your  
pipe



and smoke it!

\*Yes, our new process makes Briggs better by actual test! Better even than the swell-smoking Briggs that proved so fine and friendly in your pipe before. And remember this: when tobacco burns steady, free and clean, that's when you enjoy all the goodness of Briggs' fine tobacco, aged and mellowed in oaken casks. Today—try 3-ways-better Briggs!

Also available in Canada



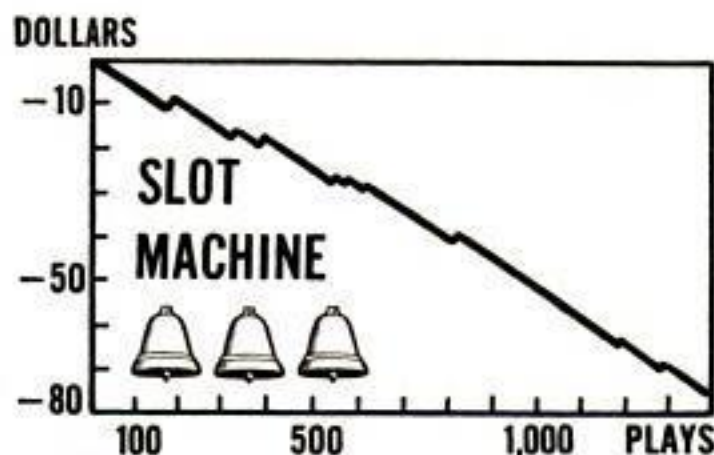
**HOW A SLOT MACHINE WORKS** is shown by exposing wheels. With 20 symbols on each wheel, the mathematical chances are that out of 8,000 plays costing \$800 this dime machine will return three jackpots at \$12 each, 24 bells at \$1.80 each, 56 plums at \$1.40, 84 oranges at \$1, 448 cherries at 50¢ and 832 cherries at 30¢—a total of \$715.20. But machine can be and usually is set to return much less by plugging wheels so that they never stop on some symbols.

#### U.S. GAMBLING CONTINUED

Yet the U.S. today is the gamblingest nation that ever existed. There have been bigger sprees in proportion to population and assets, notably under Louis XV in France, under Charles II in England and during the U.S. lottery craze in the early 19th Century. But for sheer volume of money changing hands nothing has ever surpassed the current American scene.

The amount of gambling is so staggering as to defy belief, and most published estimates have therefore erred on the conservative side. But the truth is that about 50 million adult Americans and quite a number of minors as well indulge in some form of gambling. The total amount they bet each year is close to \$30 billion. These gross figures, of course, reflect the fact that a dollar can often be used over and over again in gambling. With a little luck a man can step up to a dice table with \$10 and play for hours, perhaps making bets totaling \$1,000 in all, before he goes broke. Or he can start the racing season with a \$20 bill, hit a few winners fast, and play all summer before the \$20 finally flies out the window. The big question is how much gambling costs the public—and the answer is almost as spectacular as the over-all figures.

All gambling games, without exception, are rigged against the public; nobody, no matter how many lucky streaks he may have, can possibly come out ahead in the long run. The house always pays less than the correct mathematical odds, giving it an unbeatable advantage which is variously known as the "percentage" or the "vigorous." Over a period of time the mathematical probabilities always prevail, and the house is bound to make at least as much money as its percentage dictates. The sum can mount up with startling rapidity. The following figures show how much a player will



**ACTUAL LOSSES** on a dime slot machine are shown by chart of two hours' play which set the customer back \$76.

## FOR THE 1 MAN IN 7 WHO SHAVES DAILY

New preparation with remarkable skin-soothing ingredient helps keep the face looking young and healthy!

Modern life now means daily shaving for millions of men. But frequent shaving often results in ugly, old-looking skin. To help men solve this problem, we developed Glider—a rich, soothing cream containing a special ingredient to help preserve the youthful qualities of the face.

Now—every time you shave with Glider—you give your face the benefit of this wonderful substance... and you finish your shave looking and feeling remarkably fit!

#### TRY A TUBE AT OUR EXPENSE

You can get Glider at any toilet-goods counter. Or we'll be glad to mail you a guest-size tube—enough for three full weeks—absolutely free. Just write The J. B. Williams Company, Dept. LG-5, Glastonbury, Conn., U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

*Charles S. Campbell*  
PRESIDENT



Chico says:

From old Puerto Rico,  
The land of bright sun,  
Comes smooth, light RONRICO,  
The 4 year old rum!

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CONTINUED ON PAGE 113



WHEREVER YOU COOK—take along S.O.S. to help clean up. The soap's right in each sturdy, long-lasting S.O.S. pad!



Experts agree S. O. S. easily cleans white-wall tires — really white!

## Cooking Outdoors ?

take along the most useful cleanser there is!



**BARBECUES**—S.O.S. easily cleans barbecue grills, no matter how greasy or crusted, meat tongs, long-handled forks, grill spits, fire cones (both inside and outside), warming plates, coffee pots.



**CAMPING**—S.O.S. quickly cleans crusted grills, smoked-up utensils, greasy fry-pans, spatulas, cooking knives and spoons, reflector ovens, pots in which food has cooked hard to the bottom.



**PICNICS**—S.O.S. thoroughly cleans crusted coffee pots or utensils in which sticky food has left a ring or hard crust, all tin plates, tin cups, picnic cutlery.

Back home  
use **S.O.S** for all your pots and pans



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**BEN HOGAN SAYS:**

**“For that smoother taste —**

*just ask for...*

**Blue Ribbon**

**FINEST BEER SERVED...ANYWHERE!”**



**BEN HOGAN**—National Open and P.G.A. Champion—makes the three-way “experts” test with a glass of Pabst Blue Ribbon.



Ben’s eyes are pleased by the creamy head—the brilliant amber color.



Ben’s nose is teased by the delicate and inviting fragrance of finest malt and hops.



Ben’s taste agrees Pabst Blue Ribbon has that smoother taste no other beer can touch.

TUNE IN “THE LIFE OF RILEY” STARRING WILLIAM BENDIX, EVERY FRIDAY NIGHT, NBC NETWORK • COPYRIGHT 1950, PABST BREWING COMPANY, MILWAUKEE, WISCONSIN



## U.S. GAMBLING CONTINUED

lose in a casino per hour if he bets \$10 at every opportunity, even if he has an average streak of luck which would enable him to break even were it not for the house percentage:

TYPE OF BET	COST PER HOUR
Roulette, any bet	\$ 53
Chuck-a-luck	\$ 78
Craps, pass or don't pass	\$ 9
Craps, the field	\$111
Craps, deuce or 12	\$333

Even the house percentage, although bound to grind down the player's pocketbook in the long run, does not tell the full story. It is one of gambling's ironies that so helpless is the player when he attempts to go up against a professional game that the house could offer him the correct mathematical odds, with no cut whatever, and still make practically as much money as it does now. The percentage is just so much gravy for the men who run the gambling racket; their customers could not possibly win even if given a fair shake all around. Professional gamblers are well aware of this phenomenon—which enables them to win far more than mere mathematics would indicate. They call it their "hidden percentage."

The hidden percentage results from the fact that practically all gambling house patrons fall into two classes: the rich man who loves to win a few hundred dollars but hates to lose, and the man of average means who has to set a limit, usually quite small, on the amount he can afford to drop. As the winning and losing numbers come up in dice and roulette—always in accordance with the mathematical laws of probability, never in accordance with the player's hopes or mystical belief in "luck"—the swings of chance do strange things to both these types of players. As is shown by the graphs on pages 108, 109, the tide of fortune ebbs and flows. A winning streak may last just a few rolls or continue onward and upward; it may be followed by a short losing streak or a disastrous one that goes right through the bottom. Over a period of many thousand rolls the graph of winning and losing would tend to wind up at a level where the player would break even, except for the money taken away from him by the house percentage. But in the meantime there would have been many swings above and below the line, some of them small and some of them very large.

If the rich but stubborn gambler starts to play at a time when the swing is going upward, he wins a few hundred dollars and goes home happy. On the other hand if he hits a downward swing he may ride it all the way to the bottom, losing thousands of dollars in a vain attempt to get even before finally giving up in disgust. One man who has lost about half a million dollars in gambling houses told LIFE, "I finally figured it out for myself. If I won \$500 at a dice table I quit and went home feeling fine. But if I started to lose I often dropped as much as \$10,000. In other words I never rode out a winning streak and I rode every damn losing streak as far as it carried me. If the luck was on my side the house only stood to lose a couple of hundred. If the luck was on their side, they'd clean me out."

### WHY THE LITTLE FELLOW ALWAYS LOSES

THE small gambler is in the opposite predicament, but the results are similar. As the line on the graph swings up and down, sooner or later it is bound to wipe out the man with only \$50 or \$100 to lose. It takes only a minor swing to make a small bankroll disappear; on the other hand the house, with its almost unlimited funds, can withstand any but the widest and most unusual swings. Indeed it is almost an axiom of gambling, applying to anything from matching pennies to playing roulette at Monte Carlo, that the man with the biggest bankroll invariably wins. During the war there was an old master sergeant on Guam who made a small fortune by taking advantage of this rule. He had taken all his savings overseas and kept them in the safe in the orderly room. When a crap game got going on pay night, he pulled out a couple of hundred dollars and began covering every bet he could. If his luck was bad and he went broke, he simply went back to the safe for more. The other soldiers, with no assets except their pay, had to drop out when their luck turned bad. Sooner or later they all went broke, one by one, and the sergeant wound up with all the loose money in the outfit.

There is a third type of player, less common than the others, who also keeps the gambling racketeers rich. This is the man, victim of one of the oldest delusions in the game, who has developed a "system." Gamblers have been trying to work out foolproof systems ever since the birth of mathematics; all the arithmetic possibilities have been explored, and it can now be said with utter finality that all systems that ever have been or ever will be devised have two unfortunate things in common: 1) they require a large starting

CONTINUED ON NEXT PAGE



**You know** how much brighter life is when your dog's in fine fettle. And it's easy to keep him that way with safe, quick-acting Sergeant's Dog Care Products to help you. There's one for almost every ailment—fleas, ticks, itching, worms, ear trouble, or poor condition. All approved by consulting veterinarians. Famed for 75 years. **FREE:** Sergeant's Dog Book. Expert advice on how to feed, train and care for your dog. Attractively illustrated, easy to read. At drug or pet store—or write Sergeant's, Richmond 20, Virginia.



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## PEN-JEL

ORIGINAL POWDERED APPLE PECTIN

## FOR MAKING JAM and JELLY

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Experts say—darker lenses, like the unique Solarex Twilight Color lens, give best protection from glare. Solarex lenses are Certified under U. S. Standard CS-79-40. Absolutely safe for the eyes.

Popular Prices

## SOLAREX

SUN GLASSES with unique  
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## HAIR GETTING THIN? THEN GROOM IT WITH KREML

TO AVOID THAT GREASY LOOK—  
KEEP SCALP MORE HYGIENIC!

There's nothing better than Kreml to neatly groom thinning hair or sparse locks. Kreml doesn't look the least bit greasy, sticky or gooey. No dirt-catching film shows through on the scalp. Kreml always keeps hair and scalp looking and feeling so clean. AND SO VERY IMPORTANT—Kreml removes dandruff flakes (more noticeable with sparse hair); it lubricates a dry scalp, giving it a delightful tingle. Change to Kreml today.



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KEEP THAT  
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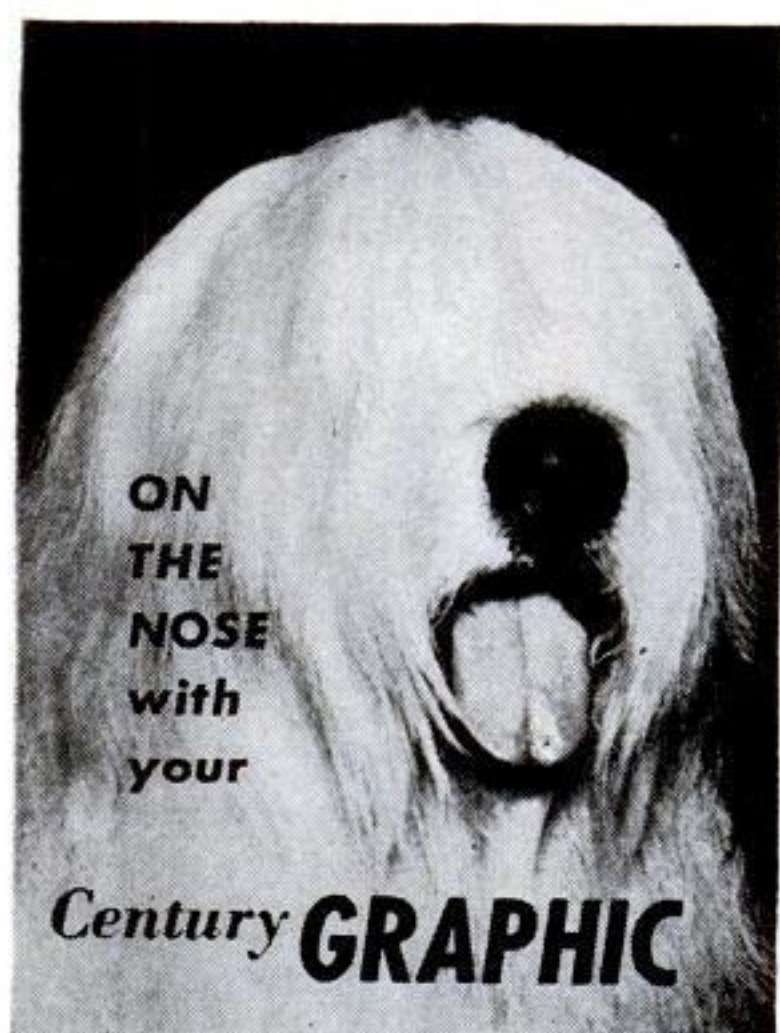
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Francis Grover Cleveland, pioneer in the Summer Theatre movement and son of the late President, is a member of the Aqua Velva After-Shave Club.



Graflex Photo by Burnis Bingham

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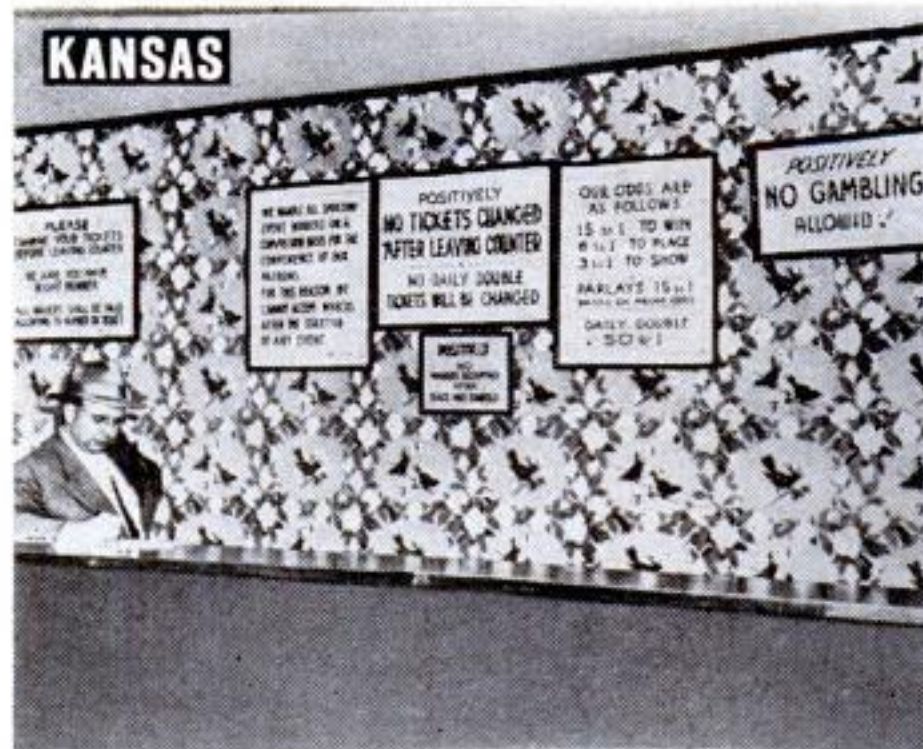
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RAIDS ON GAMBLING JOINTS are an everyday occurrence. The raided Wichita horse parlor at left had a law-mocking sign put up by humorous owner. Note also sign limiting odds to 15, 6 and 3; horse players hate a bookie who

### U.S. GAMBLING CONTINUED

capital and 2) they always go broke. As soon as the house sees a man playing a system it knows that very shortly it will have all his money, usually a substantial sum.

Until about 60 years ago practically all gambling establishments in the U.S. were crooked. Dice were loaded, magnetized or controlled by sleight-of-hand artists called "mechanics" who pretended to be players but actually worked for the house. Roulette wheels were gimmicked with tiny needles which could be pushed up to keep the ball out of any winning number. The same sort of thing could go on today without the public's being a bit wiser, but it is confined to small operators and fly-by-nights, especially around vacation resorts where the house has to make its money in a hurry. None of the big operators on pages 104, 105 would dream of cheating; in fact they love to see players win, for the advertising value, and often say silent prayers for them. This is only enlightened self-interest, for the house eventually gets all that the traffic will bear anyway. The profits of house gambling in the U.S. probably run close to \$1 billion annually. They are limited only by the amount customers are willing or can afford to lose in the course of a year.

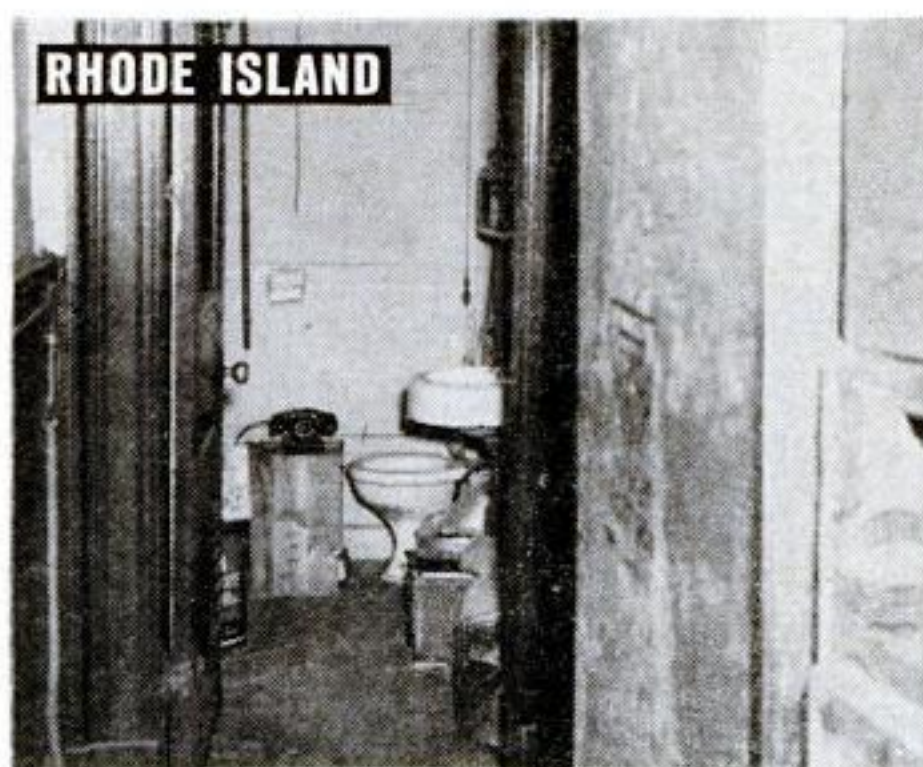
The slot machine business, although it looks like a petty nickel-and-dime racket, is just as profitable. The machines can be set to return as little as 20¢ or less out of each dollar put in—and few operators ever set them higher. The slot machine, as the photo and chart on page 110 show, has the earning power of a movie star. In fact the slot machine is the biggest sucker trap in gambling, and has been ever since the first mechanical contrivance of the kind was invented in 1895. One of the early machines had five wheels with cards as symbols and paid off on poker hands, the top prize of 40 coins being paid for a flush. But since the machine was built with one wheel void of hearts, another void of clubs, and so on, it was absolutely impossible to get a flush. The current machines, on which the mathematical chances of hitting a jackpot are one in 2,667—and which can be set so as never to hit a jackpot at all—are almost as larcenous. There were about 200,000 of them in operation in the U.S. last year, and if the average profit was \$100 a week, which is conservative, the racket's total take was at least \$1 billion.

The numbers and policy racket, in which most of the play is also



BIGTIME GAMBLING is uncovered by raids in widely scattered parts of nation. Horse parlor at left was running full blast at Mechanicville, N.Y., with 60 customers and charts on wall to show late odds at tracks all over the country,





sets such low limits but will patronize him anyway. At center state police haul slot machines from roadhouse near Gary. At right is restaurant toilet which Providence police described as smallest bookmaking establishment ever found.

in nickels, dimes and quarters, is another vastly underestimated drain on the U.S. pocketbook. It sounds like a smalltime operation, and city authorities often officially announce that it is, to excuse their own failure to stop it. But the nickels and dimes add up. In New York City's Harlem there are currently 175 numbers "drops" or business centers, handling anywhere from \$750 to \$4,000 a day in bets. The total play in the city is around half a million dollars a day six days a week all year round. The total for numbers and policy through the U.S. approaches \$1 billion a year, and the operators manage to keep about half of all the money bet with them or somewhere near \$500 million a year.

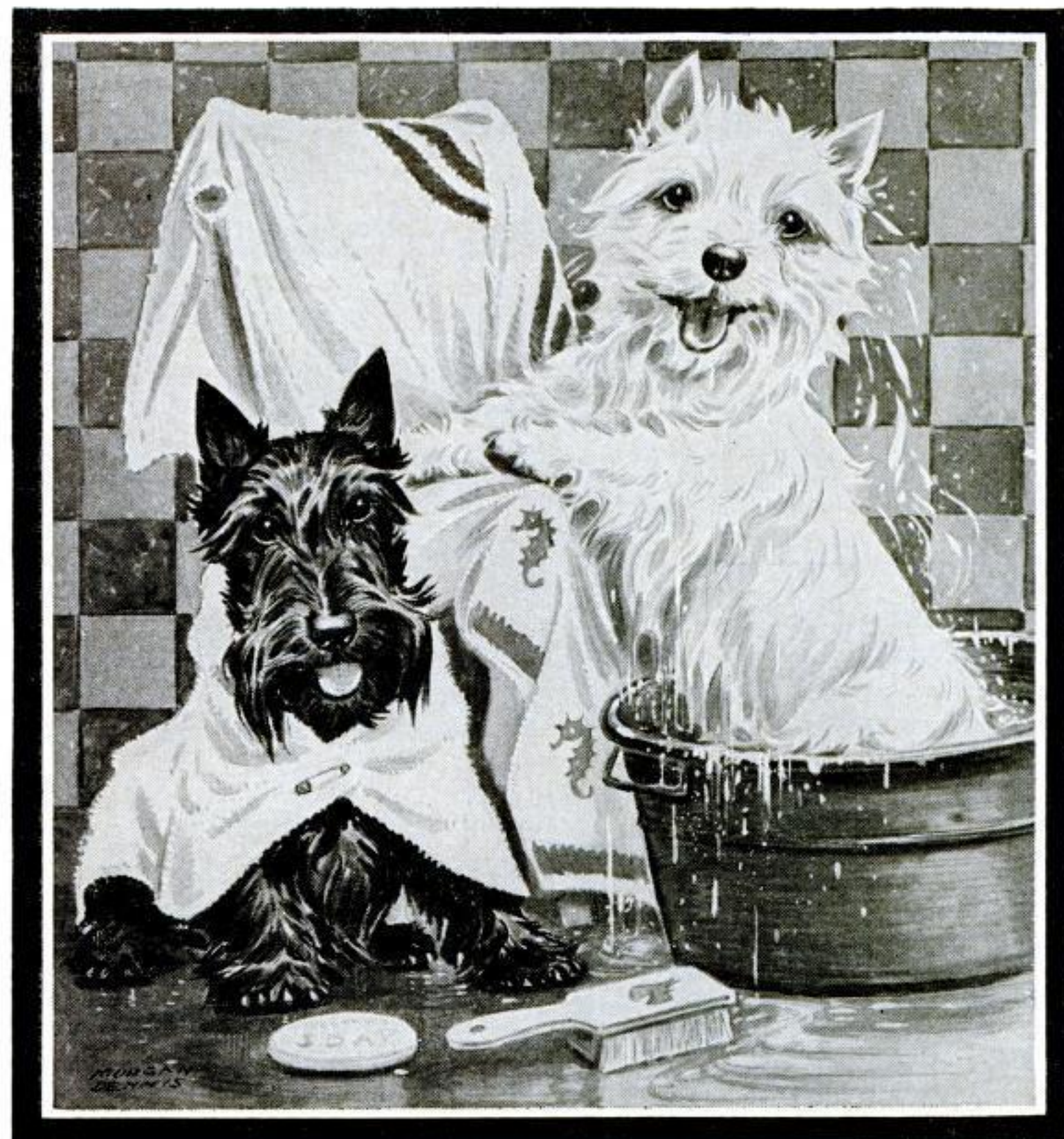
By far the biggest gambling business is done on sporting events. There is a firm in St. Paul which makes a handsome profit doing nothing but handicapping college basketball and football games; it is said to pay a student on every campus to wire it bulletins whenever a star player hurts an ankle or falls out with his girl friend. There are other firms that handicap professional football games and baseball, taking into account last minute news on the starting pitchers, sunny or cloudy skies and even the direction of the wind as favoring right- or left-handed batters. In betting on all sports except horse racing, the bookmaker gives himself the best of it by shaving the odds. In an even contest, for example, he will require the bettors on either team to put up \$6 to win \$5. This gives him a profit of \$8.33 on every \$100 worth of bets he handles, regardless of which team wins. The bookmakers' annual profit on baseball, football, basketball and prizefighting runs over \$500 million, accounted for partly by the mathematical percentage and partly by the hidden percentage which operates here as well as in house gambling.

Horse racing is in a class by itself. Unlike dice or roulette it is not a game of pure chance but puts a premium on the bettor's skill; a good handicapper can pick more winners than a poor one. It holds out the promise of good and sometimes fantastic odds. It happens fast—a man can go to the race track and make eight separate bets while he would be making only one on a ball game. And while it is happening a horse race is one of the most exciting spectacles ever devised. The past performance sheets, to a racing devotee who has learned to understand them, are a richly fascinating puzzle in the mathematics of furlongs, fractional times, weights and track conditions. In short, horse racing is the most seductive type of gambling

CONTINUED ON NEXT PAGE



when state troopers paid a surprise visit last month. Dice table at center was found in a club near Memphis. Slot machines and roulette equipment at right were seized and destroyed by Los Angeles sheriff in series of raids last spring.



# What... NO PRIVACY?



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ALL THE SANDWICHES WITH  
UNDERWOOD DEVILED HAM.

SWELL!  
THEY'RE  
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cream cheese for truly satisfying flavor

Guaranteed by  
Good Housekeeping

## THE ILLEGAL VS. THE LEGAL

These documents are a study in contrasts. At right is an expense sheet seized in a raid on a small dice house in New Jersey: the "I" which is listed twice, for \$750 each time, stands for the weekly "ice" or graft paid to local officials for protection, which enables bookie to operate illegally. On opposite page are the various federal, state, county and city licenses purchased by Harold's Club in Reno for permission to operate legally. The license fees total \$490,373, plus 2% of gross profits, about \$245,000 a year. All of this goes right into the various treasuries to help pay the expenses of government.

Picture A. Frankl	25 ✓
Paper	75 ✓
Portno	15 ✓
telephone	10 ✓
Carpenter	40 ✓
liquor	18 ✓
Bun	3 ✓
I	750 ✓
Carpenter	800 ✓
R. H. H. H.	75 ✓
Smiley Electric	25 ✓
Vince	40 ✓
Dave	50 ✓
B. Shur	100 ✓
B. B.	100 ✓
hw	100 ✓
I.	2226
	750
	2976

## U.S. GAMBLING CONTINUED

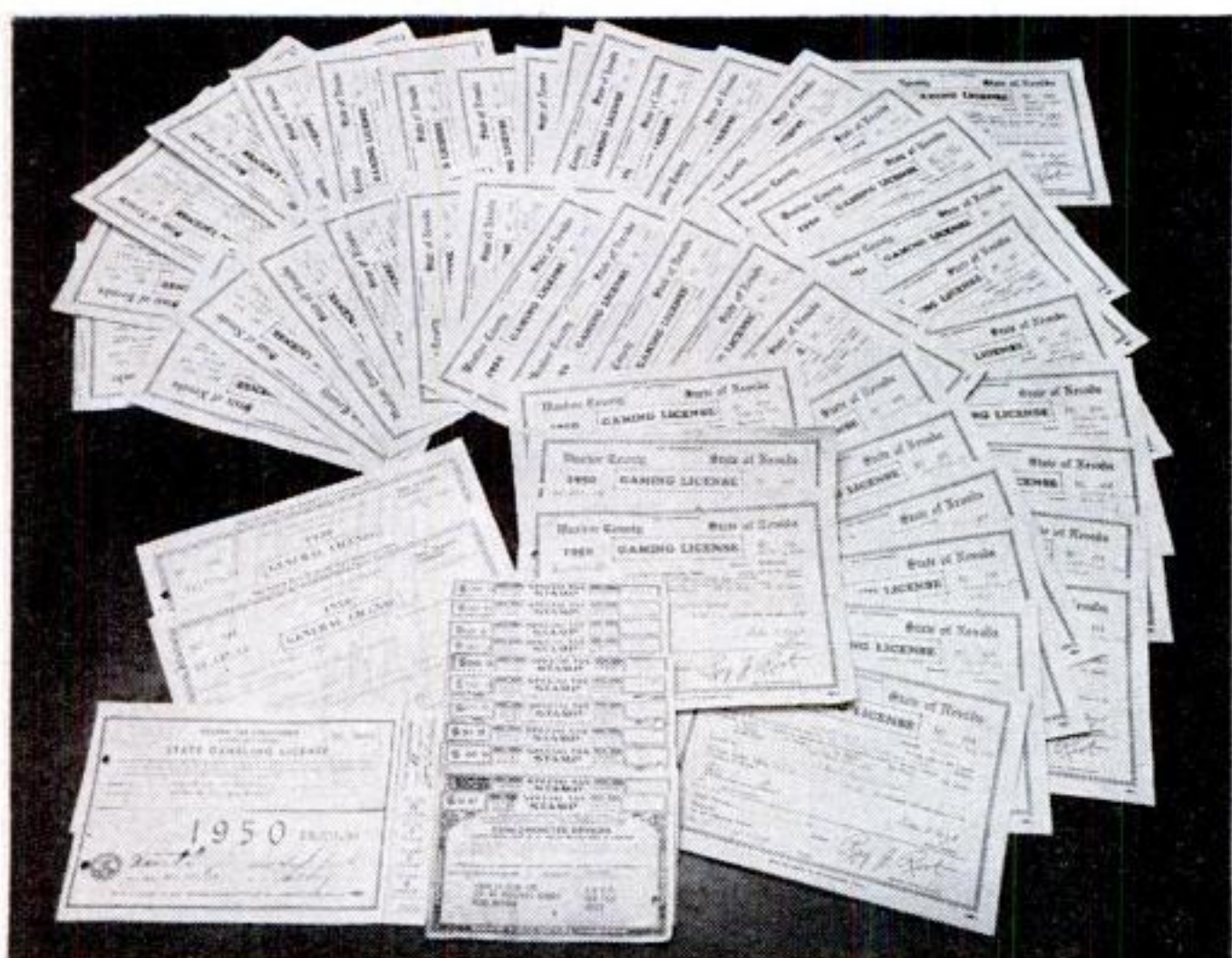
ever invented, and the statistics show it. The company that has a monopoly on publishing past-performance sheets, the *Daily Racing Form* and the *Morning Telegraph*, advertises that it sells a million copies a day. Since nobody but perhaps an occasional sports editor buys the paper unless he intends to make a bet, and since many players share a form sheet or bet without one, it would thus appear that at least 1.5 million people a day bet the horses, for a total of about \$10 billion a year.

All that a horse-race bookmaker needs to make money is a bank-roll and a willingness to break the law; from there on the simple mathematical facts of horse racing will take care of him. He can be stupid, indolent or addicted to drink. And still he will prosper, buy his wife diamonds, send his daughters to Smith and his sons to Harvard. This is because the mutuel prices paid at the race tracks are heavily cut—anywhere from 11 to 16%—to pay expenses and state taxes and to give the track a profit. The bookmaker, although he has no plant to keep up and no taxes to pay, offers the same prices as the track, and gives himself a further edge by limiting the pay-off on long shots to 20 or 30 to 1, even if the horse pays 100 to 1 at the track. Moreover he is bound to have a certain number of rash customers who like to take fliers on two-horse parlays, i.e., bets that both of two horses in different races will win, in which house percentage is compounded close to 30%, or even three-horse parlays in which it jumps to around 40%.

The hapless horse player pays a terrible price for his fun. In the first place he is bucking a game which is rigged to keep anywhere from 11 to 40% of his money, just on a sheer mathematical basis. Moreover his chances of winning are further cut by professional players—owners, trainers and the like—who skim off a substantial amount of money every day on the basis of inside information, involving everything from first-time starters who have proved their speed in secret trials to races that are fixed by connivance among the jockeys. The average player has no way even of knowing if his horse is trying to win or is a "stiff" just sent out for the exercise, with the jockey instructed not to finish in the money under any circumstances. Not one player in 10,000 can break even, and all in all the bookmaking business must make a profit of at least a fourth of all the money bet with it—or \$2.5 billion a year.

The sum total taken away from the public by the U.S. gambling industry, after such minor factors as punchboards, bingo and keno are added in, reaches about \$6 billion a year. This is more than the combined profits of U.S. Steel, General Motors, General Electric, in fact more than those of all the hundred largest U.S. manufacturing companies—and it raises a highly interesting question. How can such an immense and fabulously prosperous industry exist without the police and other officials, who are sworn by oath of office to enforce the antigambling laws, knowing anything about it? How secret can a \$30 billion industry with a profit of \$6 billion remain? The answer, of course, is that gambling is not secret at all. The gamblers have to have customers. They have to keep records and handle immense sums of money, and some of the bigger establishments





actually haul the profits away in armored trucks. To anybody who is at all familiar with gambling, or who cares to spend as much as a day learning the ropes, a gambling establishment is as obvious as a corner filling station with a neon sign.

A stranger in almost any U.S. city can quickly find a horse-race bookmaker by making discreet inquiries of bellhops, elevator men, barbers or bartenders, or by hanging around the newsstands where racing publications are sold.

Once having found a horse-race establishment, the stranger then has quick entree to any dice or roulette games that may be running in town. The numbers game is even easier to find, being centered around lunch stands, taverns, beauty shops and the elevators in office buildings. Slot machines and punchboards are the easiest of all, because they have to be kept in full view of the public to make money. In fact any sheriff, police chief or other official who wants to clean out slot machines need not even go out searching. All he has to do is visit the district office of the U.S. Collector, where he will find a list of all the establishments in his town which have paid the federal tax on gambling machines—a tax which the owners almost always pay rather than get in trouble with the Treasury men.

In any city where gambling exists the odds are 1,000 to one that the police department knows the addresses and owners of every joint in town. The reason the joints stay open is always just one thing: graft, paid either to the police, the city officials or the political machine, and in some cases all three. The U.S. is full of policemen, sheriffs and prosecuting attorneys who have built mansions, bought yachts or loaded their safe deposit boxes to bursting. It is also full of city political machines which have grown so rich and powerful from gambling graft that it will take a mighty effort by decent citizens to knock them out.

#### THE HAGUE MACHINE'S 1,000 BOOKIES

**T**HE classic example of all time was Boss Hague's Democratic machine in Hudson County, N.J. One top lieutenant devoted all his time to screening applicants for the unofficial bookmaking licenses that the machine issued. If the would-be bookmaker looked all right, he was told that he could open and was also told where—the where being the house, office or store of some hard-working ward heeler or precinct captain. The rent, of course, was exorbitant, enough so that the party worker could kick back most of it directly to the machine and still have enough for himself to keep him happy, grateful and loyal. The machine tried to keep about 1,000 bookies in business at once, and their 1,000 landlords formed the hard core of political servants and stooges who sweated and bled to get out the votes for Hague. Moreover the machine got about \$1 million a year in kickbacks. It was largely on the favors and graft provided by the gamblers that the machine was able to swing the county by 125,000 votes and often swung the whole state.

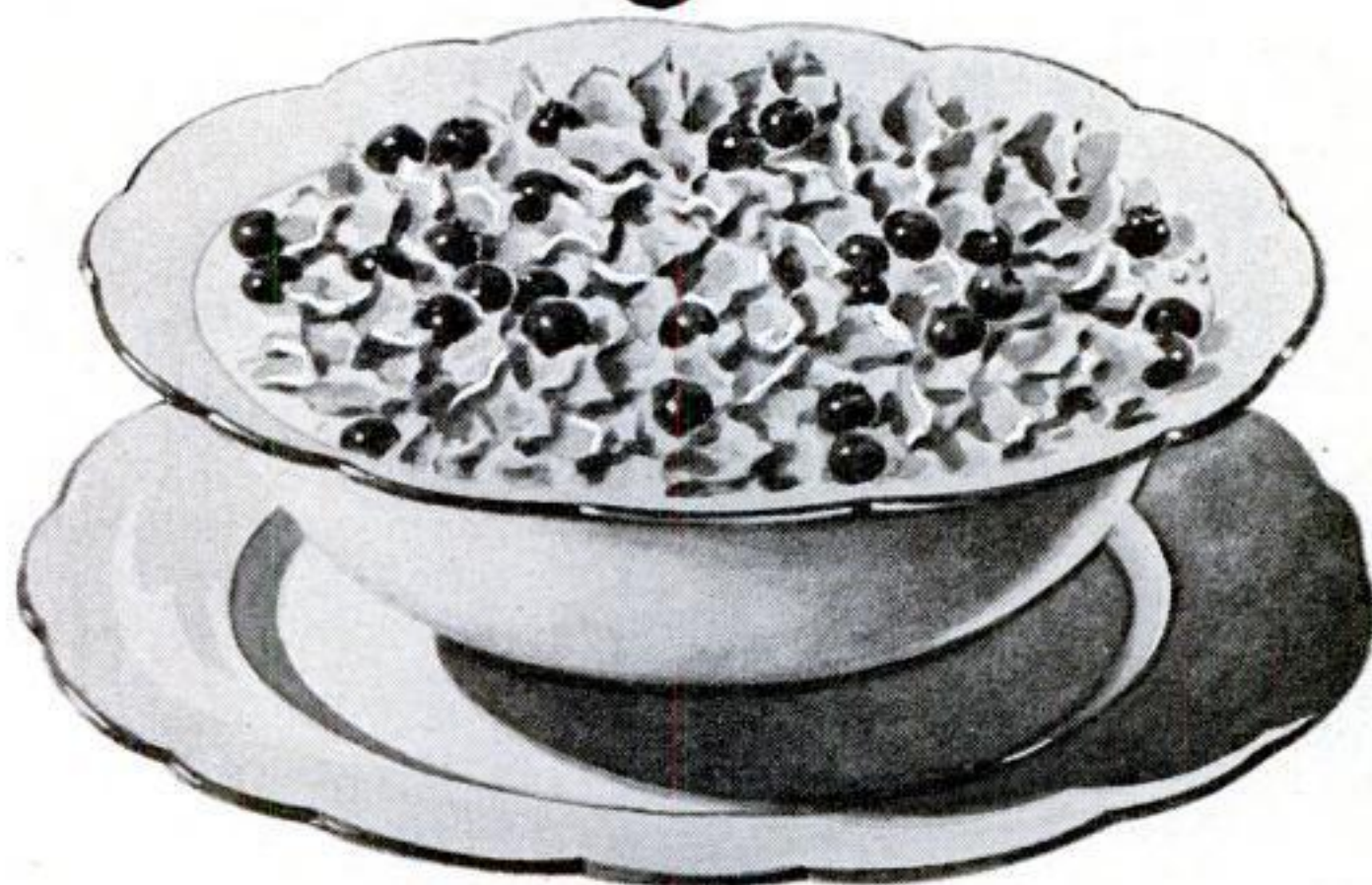
Another fine example occurred in Detroit, where the graft was used more for personal enrichment than to build up a political machine that could influence state and national elections. The ring of corruption was finally broken up by Homer Ferguson, who at the

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# Mom's Big Fella!



## Goes Big For PEP



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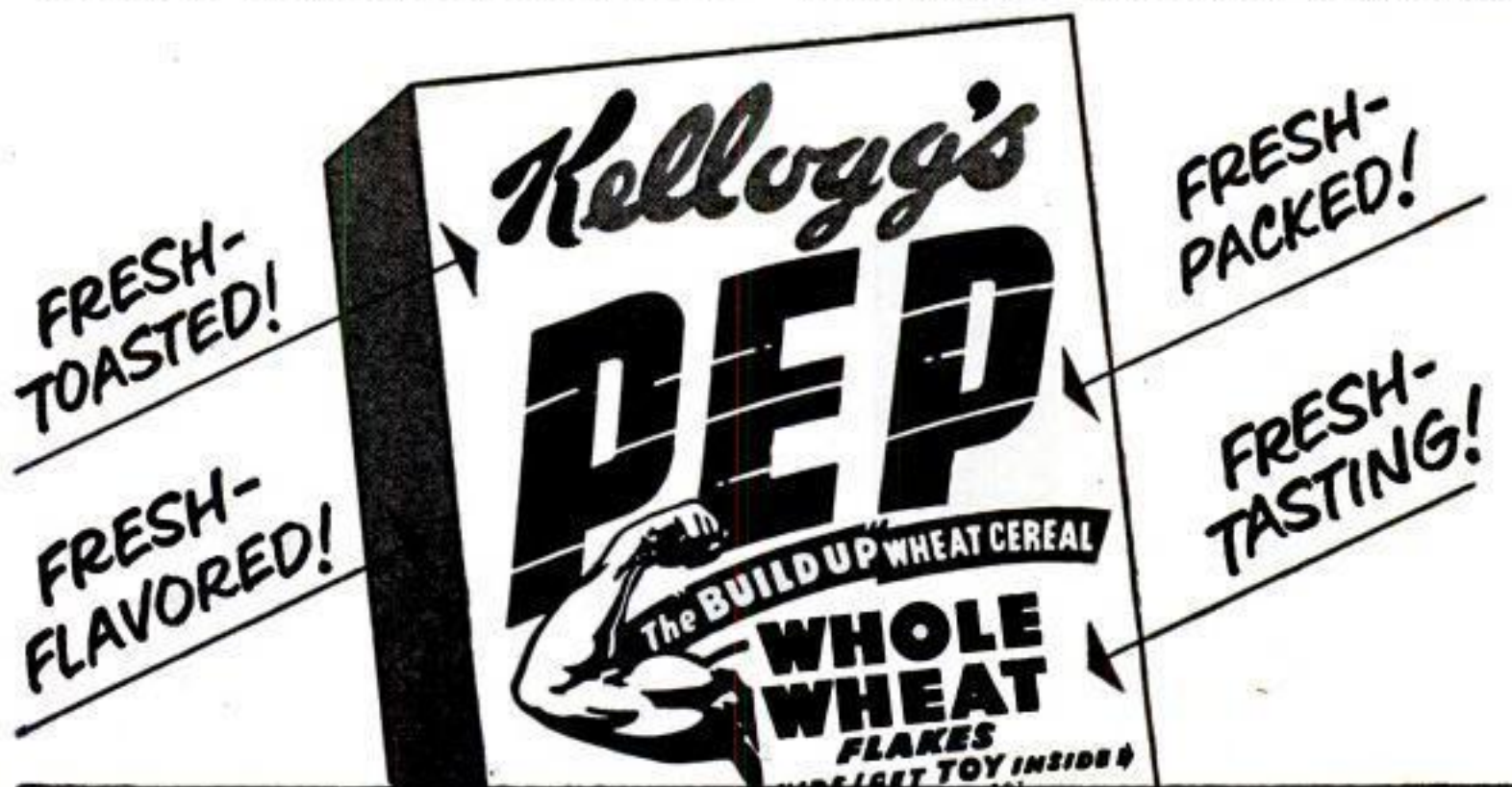
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**NOW POUR ON** some Absorbine Jr. Its "drying" and fungicidal action inhibits growth of all the infecting fungi it can reach. If your Athlete's Foot persists, see your doctor. *Guard against reinfection.* Don't share towels or bathmats. Boil socks for 15 minutes to kill the micro-organisms. Get Absorbine Jr. wherever drugs are sold . . . \$1.25 a bottle . . . Introductory Size 15¢.



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America's No. 1 Athlete's Foot Stand-by!

## U.S. GAMBLING CONTINUED

time was a circuit judge and has since become senator from Michigan. Ferguson and his investigators spent three years on their crusade, with no help at all from city or county officials or the police, and finally were able to establish that various officials had been getting \$1 million a year from Detroit gamblers and vice tycoons. They indicted the mayor, county prosecutor, sheriff, police superintendent, about 10 lesser city officials and over 50 policemen, and probably could have kept going indefinitely except that they figured that by then the racket was pretty thoroughly smashed.

In view of this experience Ferguson is probably the best qualified man in the Senate to conduct an investigation of gambling, but his name is conspicuously missing from the list of those in charge of the current probe. This is because Ferguson is a Republican, and many of the Democrats, who control the Senate, would just as soon see the whole investigation fizzle out. The Democrats are especially vulnerable on the gambling matter, if only because they hold more offices than the Republicans and have traditionally been the ruling party in the big cities. It would be highly embarrassing if someone should come out just before election with a point-by-point description of where they get the money to elect their candidates in places like Chicago, Boston, Kansas City, New Orleans, Baltimore and Albany. The Republicans tried their best to have the investigation made by a committee including Ferguson and Senator Donnell of Missouri, who is also an experienced hand at this sort of thing, but the Democrats beat them down. The committee finally chosen is headed by Democrat Estes Kefauver of Tennessee, a freshman senator with a fine record who is now put in a highly awkward position. If Kefauver follows his nose to the full extent of where it leads him, he is almost bound to do his own party a lot of harm. If he fails to come up with all the facts he will inevitably be accused of putting party ahead of principle. This is a terrible dilemma for any man who wants to get ahead in politics, and it remains to be seen how Kefauver will solve it.

### THE HEADLINES vs. THE FACTS

**C**ERTAINLY there was no glory attached to the efforts of the group of senators who conducted the investigation before the Kefauver committee took over—the group which made interesting but almost meaningless headlines by questioning Gamblers Frank Costello and Frank Erickson. This group got itself thoroughly bemused by minor details of how the racing wire operates, and listened with approval to a recital by New Orleans' Mayor deLesseps Morrison, who is engaged in a losing struggle between his reform pledges and the overwhelming desire of his party workers for a wide-open town, of how he had clamped down on the bookmakers. Mayor Morrison probably planned to make his speech even stronger, but he was somewhat abashed by a knockout-drop murder in one of the New Orleans saloons, which demonstrated the sordid nature of the city's vice and bar-girl rackets, and by hearing of a survey of New Orleans bookmaking made by a LIFE correspondent. Even as the speech was being written, the correspondent had found 443 bookmaking establishments within the city limits, each paying a minimum of \$24 a week for protection.

The senators also had a lot of praise for New York City politicians who claimed that their police department had cut bookmaking to a minimum in the big town. This claim is partially true, but the senators should have asked for the full details, which put a little different light on the matter. It so happens that under a policy started by Mayor LaGuardia and continued currently by Mayor O'Dwyer, the political machine has been cut off from the gambling graft. The police have had a field day rushing in to take over. One reason many bookmakers have fled the city is that the police demanded such outrageous payments as to price themselves out of the market. They want as much as \$1,500 a month for every telephone in a gambling establishment. The senators could also have learned a lot by inquiring about the city's numbers racket. According to LIFE's information, each of New York's numbers drops pays the police \$750 to \$1,500 a month, plus \$2 a day for the cop on the beat, \$20 a month for the sergeants and \$25 to \$40 a month for the plain-clothes squad. There is a restaurant on 125th Street which is a regular meeting place where the police and numbers bankers discuss terms and new projects. There is another restaurant down the street where the numbers operators hold a daily session of a sort of mutual protective association formed to try to keep the police demands within reason.

Mayor O'Dwyer, an ex-cop himself, must have some notion what is going on, and as a practical politician he also knows how difficult it is to change the prevailing system. He therefore took a bold step early this year and wrote a letter to the state legislature urging that

CONTINUED ON PAGE 121

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- 3 **PLEASANT**—as a glass of sparkling, bubbly soda water!



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Imagine the lightest, driest, coolest drink you ever tasted . . . that's the famous Daiquiri when you make it with a rum from Puerto Rico. And it's so easy!

To 1 jigger of Puerto Rican rum (white), add the juice of  $\frac{1}{2}$  fresh lime or  $\frac{1}{4}$  lemon and a teaspoon of sugar. Shake well with cracked ice and strain into a cocktail glass—drink with gusto! His Highness the Rum Collins is the Daiquiri's tall, cold brother

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## U.S. GAMBLING CONTINUED

all gambling on sports events be legalized, licensed, taxed and controlled by the state. This was a forthright proposal, and the U.S. probably needs more top officials who are willing to talk about the problem in such realistic terms. But at the moment suggestions of this type are not likely to get very far except in maverick places like Nevada. In the first place the idea of legalization is repugnant to all the lawmakers who have a vested interest in *sub rosa* gambling; the members of the Louisiana state legislature, when asked a few years ago to legalize gambling in New Orleans, were as shocked as if they had been requested to contribute their right arms. In the second place a great number of high-level public officials believe that gambling is so evil that government must attempt to stop it at any price. This was the position taken by New York's Governor Dewey, who answered O'Dwyer with a statement that pretty well summarized the arguments against open gambling:

1. "It is fundamentally immoral to encourage the belief by the people as a whole in gambling as a source of family income."

2. "It would be an indecent thing for government to finance itself . . . out of the weaknesses of the people."

3. "Legal betting rooms would provide a continuous invitation . . . to husbands and wives to gamble away the money needed for the support of the family."

4. "The entire history of legalized gambling in this country and abroad shows that it has brought nothing but poverty, crime and corruption, demoralization of moral and ethical standards, and ultimately a lower living standard and misery for all the people."

The arguments in favor of legalizing gambling, on the other hand, usually run something like this:

1. Gambling laws, like Prohibition, are impossible to enforce. All question of graft aside, there are so many people who like to gamble that the law enforcers would be helpless anyway.

2. Gambling is already such a big part of the American scene that it is hard to see how legalization could make it much bigger. The man who wants to gamble today may not be able to find exactly the game he wants at the minute he wants it, but certainly in the course of a year he has more than ample opportunity to bet as much as he wants to.

3. Legalized gambling with proper inspection would at least give the player a fair shake by eliminating the fixed policy games and the "bust-out" joints which use crooked dice and roulette wheels.

4. As long as gambling is illegal it will place a premium on law-breaking. The profits will continue to go, as they go today, to professional gamblers who flout the law—some of them outright racketeers with other crime connections—and to crooked policemen, officials and politicians. Just as the profits from bootlegging under Prohibition financed and created the gang era, the profits from gambling have created another kind of underworld—much more polite, but equally powerful and accountable to no one. Under legalization the graft would stop and a good part of the \$6 billion could be channeled into taxes.

There is a good deal, as the Egyptians found and as the Senate will find if it cares to tackle the real issue, to be said on both sides.



**SENATE'S GAMBLING PROBERS** are led by Senator Kefauver (center) and Staff Chiefs Rudolph Halley (left), an ex-U.S. assistant district attorney, and Harold Robinson, ex-F.B.I. man and chief investigator for the California Crime Commission. Both worked for Truman war investigating committee.

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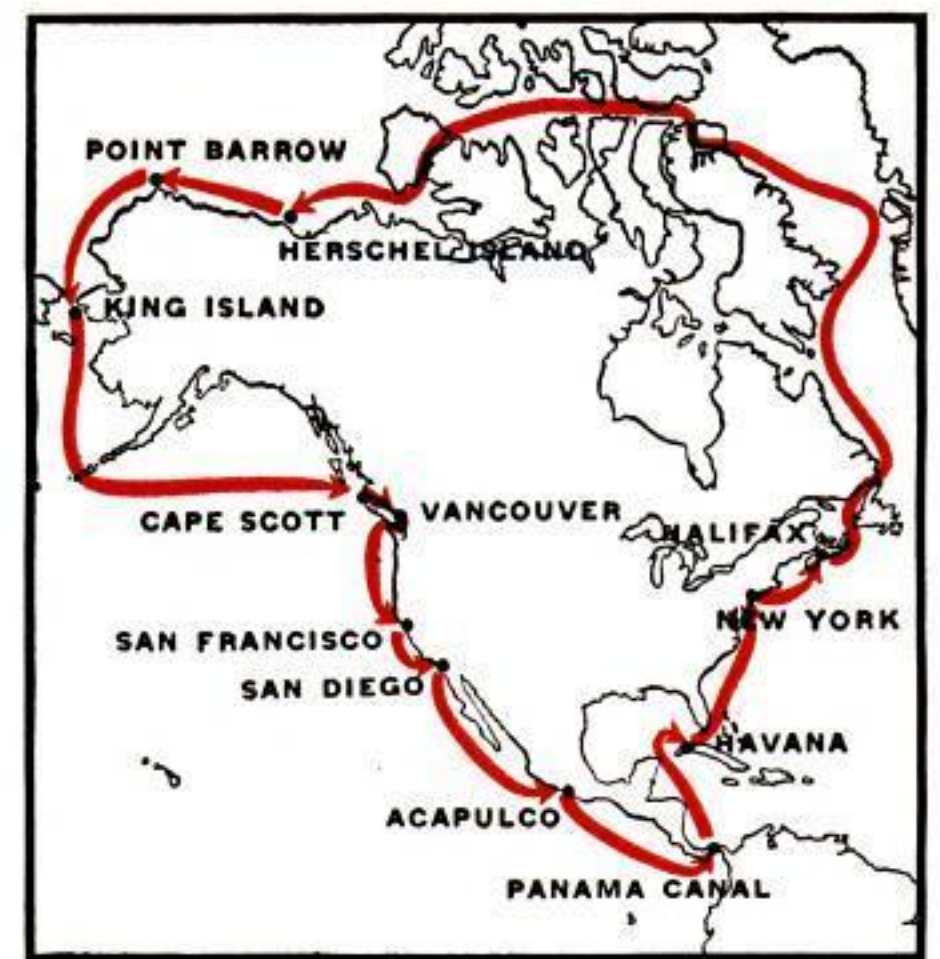
SOCONY-VACUUM OIL CO., INC., and Affiliates: MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.





**CAPTAIN LARSEN** stands with whiskers and eye-brows coated with ice in the best explorer tradition.

He twice took the ship through the Northwest Passage, did not make the trip through Panama Canal.



**15,000 MILES** through Arctic and tropics were covered on *St. Roch's* voyage. Map shows ports of call.

## *Life Goes around North America*

### **THE MOUNTIES USE NORTHWEST PASSAGE AND PANAMA CANAL**

On May 29 a frumpish little motor ship called the *St. Roch* chugged into Halifax, Nova Scotia, having done what no vessel in history had ever done. She had sailed around the North American continent, yet all the 80-ton, 104-foot ship got for her heroic accomplishment was a fond pat on her heavy-timbered stern from her masters, the Royal Canadian Mounted Police.

The voyage of the *St. Roch*, from Halifax through the Northwest Passage, the Panama Canal and back to Halifax (map, above), took 137 sailing days. But because she paused midway to spend five and a half years carrying supplies to remote RCMP outposts, the voyage lasted from July 15, 1944 to May 29, 1950.

In addition to being the first ship to circumnavigate the continent, the *St. Roch* has other honors. Between June 1940 and October 1942 she sailed from Vancouver to Halifax, and thus became the first vessel to traverse the passage from west to east. And her east-west crossing, made on her latest trip, was the second such ever completed. Only the *Gjøa*, under Amundsen, had preceded her (1903-06), although many vessels and men (p. 126) had died trying.

Skipper of the *St. Roch* was RCMP Inspector Henry Larsen (left), who drove her through thousands of miles of drifting ice. On her first trip she was frozen fast for 11 months. Once she was tipped sideways and shoved by ice across a mile-wide reef. There were six feet of water, and the ship draws 12. As for the reason Captain Larsen took her through, no one could find a sounder—or more prosaic—one. When she was on the one coast, she was needed on the other.





**FROZEN IN** near Point Barrow, Alaska during her first voyage (west to east) through the Northwest Passage in 1940, the *St. Roch* waits for a wind to break

up ice and free her. She waited for 17 days. Later the ship was stuck for 11 months, during which one member of her crew died of a heart attack and was buried ashore.



**OFF DEALY ISLAND** in Melville Sound during second trip, a crewman swings a line to measure the

constantly changing depth of the water. Despite such precautions the ship often scraped bottom on reefs.



**UNDAMAGED BOTTOM** was exposed at end of the trip. Iron plates are  $1\frac{1}{2}$  inches thick, timbers 21.



# EASY WAY TO SPRAY!

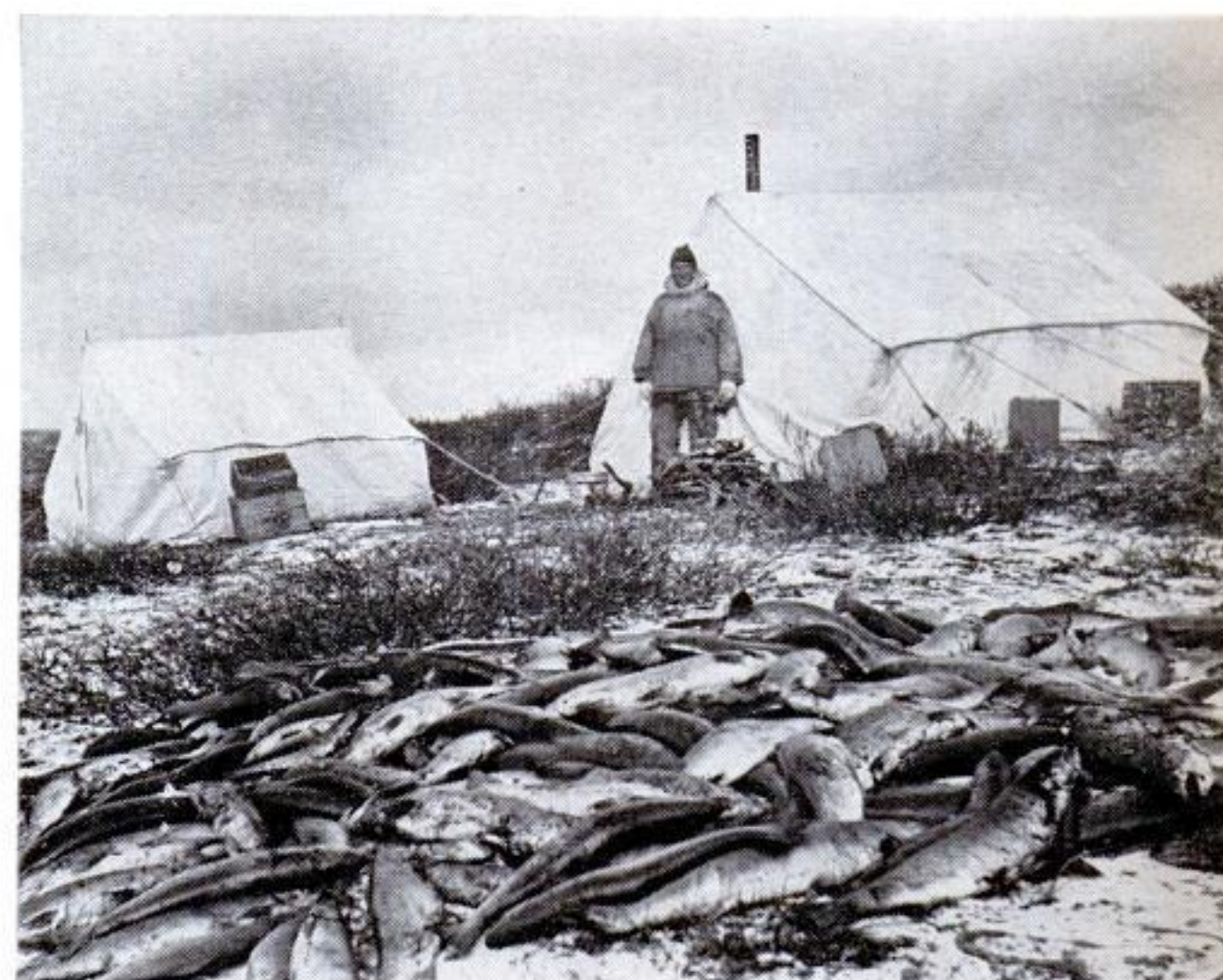


New Improved

# FLIT

## AEROSOL BOMB

**At home, on vacation, at camp**—fight insect pests this summer with the economical *new*, **FLIT** Aerosol Bomb! Scientific formula assures quick knockdown, *sure kill*! Simple push-button valve for easy, one-hand operation. Fills an average-size room in 5 seconds! Container holds 12 ounces—good for months!



AT A LONELY OUTPOST in the Arctic, one of many supplied by the *St. Roch*, a Mountie surveys a pile of arctic trout, used as food for men and dogs.

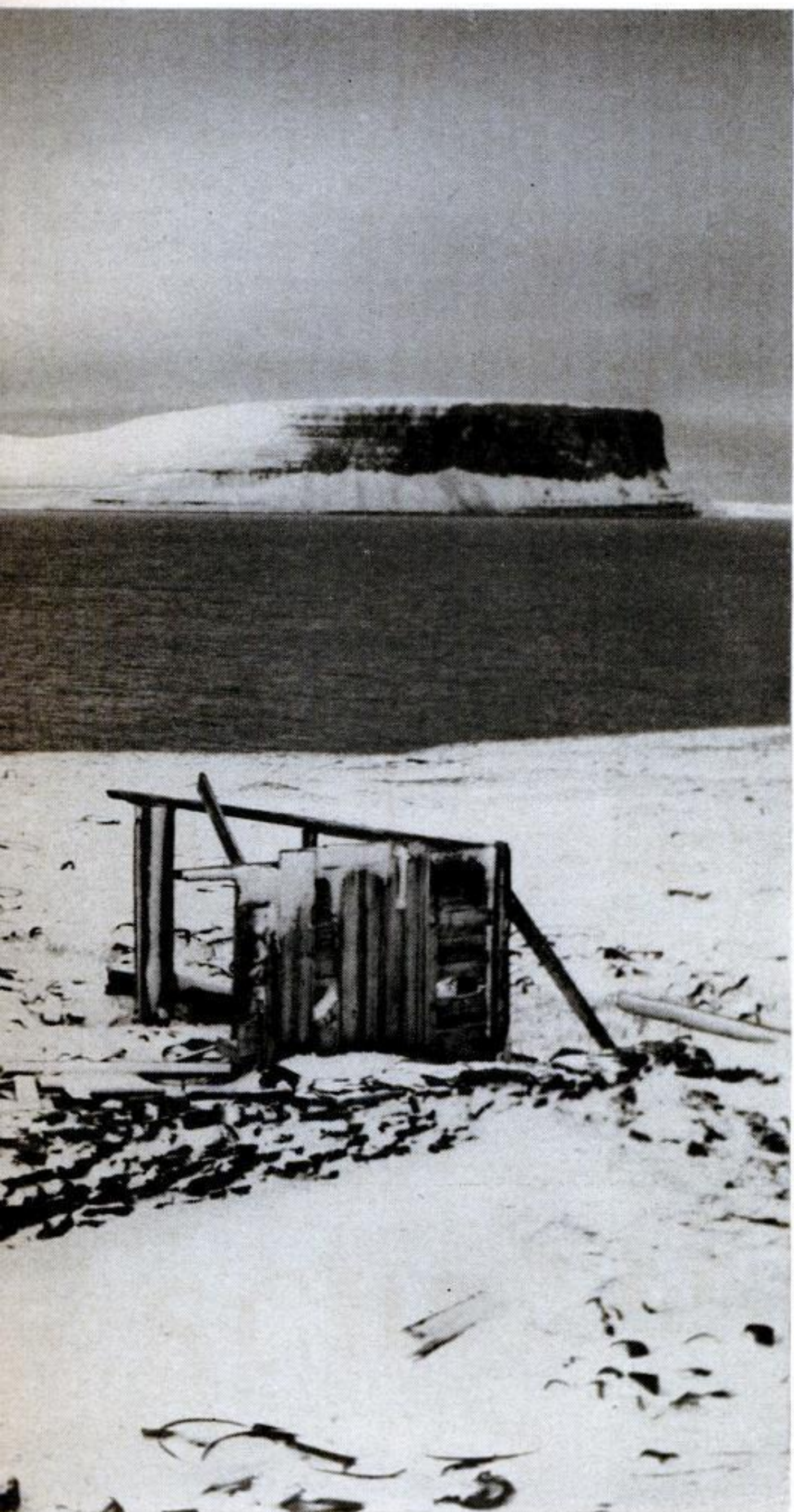


CENTURY-OLD CAMP, left in 1852 by Sir Edward Belcher on the shore of Beechey Island, was visited by crewmen from the *St. Roch* on their second





ON DEALY ISLAND, crew members examine cache left in 1852 by Captain Henry Kellett, who also sought Franklin. Remains of food were still edible.



trip through the passage. Belcher was one of many Britons who searched the Arctic for his countryman, Sir John Franklin (p. 126), lost five years before.

CONTINUED ON NEXT PAGE

# KILL THOSE INSECTS!



## New Improved

# FLIT

## With LINDANE

New **FLIT** Spray now contains sure-kill **LINDANE**—the latest scientific insect killer! Quickly K.O.'s flies, mosquitoes, moths, fleas, bed bugs, ants—deadly to roaches! **FLIT** is safe and won't stain paint, furniture or clothing, when used as directed.

For long-lasting effectiveness, use **FLIT** WITH 5% DDT. Kills many bugs on contact AND leaves surface film that continues killing household pests long after! For best results, use all-metal **FLIT** Sprayers! In handy 10-ounce or continuous-spray 20-ounce size.





# PARK & TILFORD RESERVE

*- the finest-tasting whiskey  
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The **PREMIUM**  
Whiskey at a  
**POPULAR** Price!

For those who prefer a light-bodied whiskey, we recommend Park & Tilford RESERVE as the superlative example and the incomparable value. These are the attributes that have long made it an American favorite.



PARK & TILFORD DISTILLERS, INC., NEW YORK • 62½% GRAIN NEUTRAL SPIRITS • 86 PROOF



EXPLORER'S MONUMENT on Beechey Island, erected in 1858 to Franklin, was visited by Larsen (left) and crewmen.

## THE LONG, FOND DREAM

For hundreds of years the idea of a Northwest Passage through which Europeans might sail to the Orient fascinated explorers. John Cabot of England first conceived it in the 15th Century. Cartier, Frobisher and Hudson sought it without success. In 1847 John Franklin of England made a bold start for it, heading north through Victoria Strait, but died while still south of the passage. In 1850 a party under Commander Robert McClure, searching for Franklin, actually located the passage to the north through Melville Sound but failed to complete the voyage. It was not until 1906 that Roald Amundsen finally made it, long after the hope of finding a practical trade route had been abandoned.



FRANKLIN'S DEATH was sketched for a 19th Century magazine. He and crew had left ship and set out in a lifeboat, but never got back to civilization.



AMUNDSEN AND CREW made the passage in the Gjøa. The Norwegian explorer (far left) took three years, but got through with loss of only one man.

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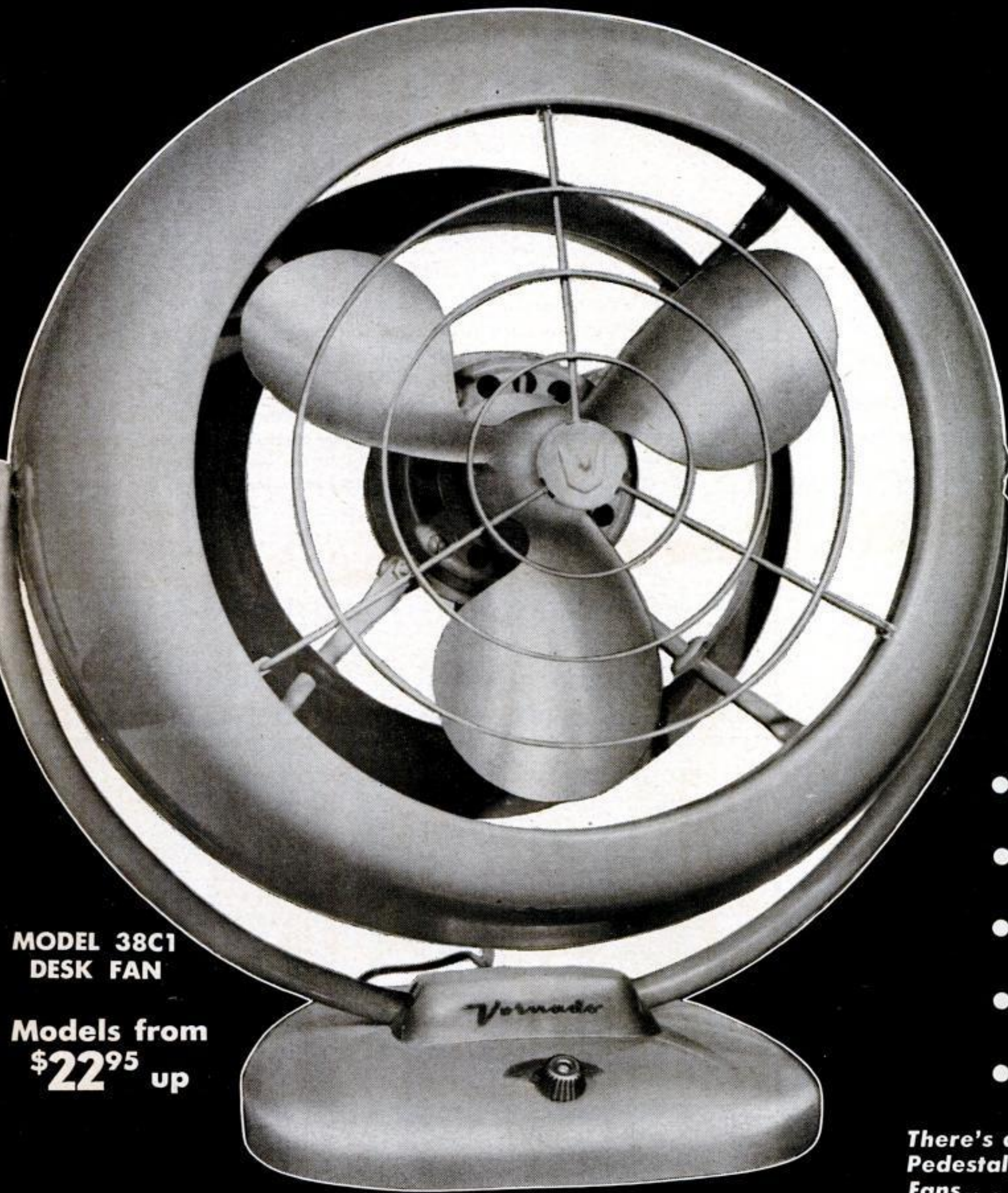
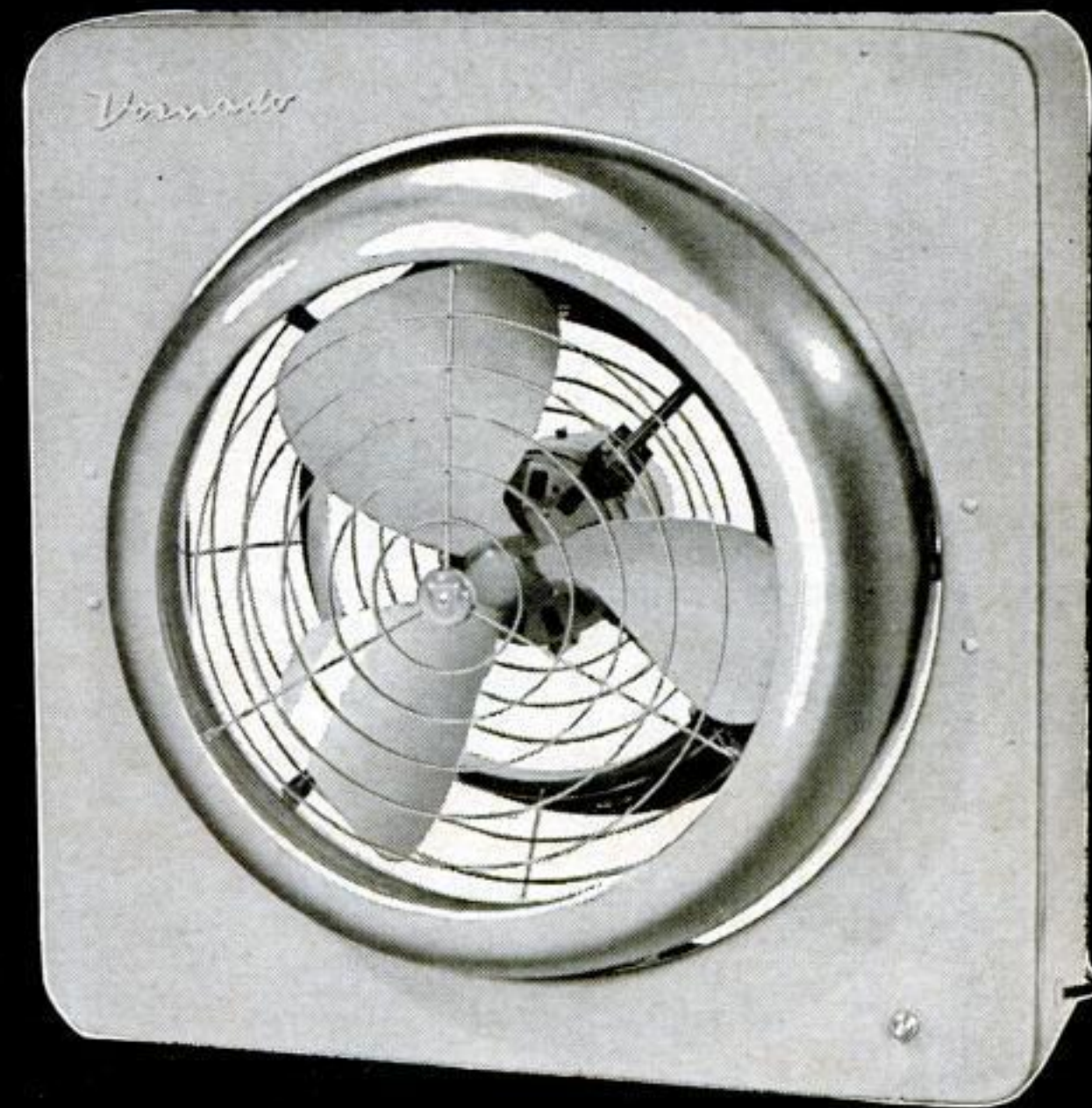


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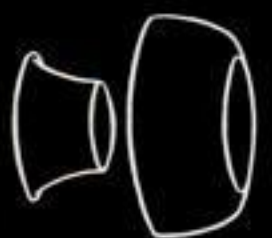
Models from  
**\$22<sup>95</sup>** up

- More comfort for your dollar
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- First fan styled for YOU
- No service worries

*There's a Vornado in every style and price class . . . Desk, Pedestal, Table-Top, Window Fans, Casement Window Fans . . . Your dealer has them . . . See them today!*

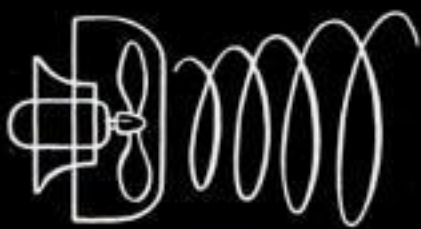
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## REVOLUTIONARY ENGINEERING FEATURES . . .



### TWIN CONES

Only Vornado has twin cones — just two extra parts make all the difference in the world



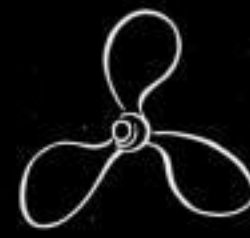
### VORTEX

**TORNADO ACTION**  
High velocity air movement with deeper penetration, provides complete room circulation



### ADJUSTABLE

Vornado places the air where you want it at the touch of your hand. Window fan heads are reversible, pull air in — push air out



### DEEP PITCH PROPELLERS

Vornado propellers are engineered with a deep pitch to drive a far greater volume of air than shallow blades of the same size



### MULTIPLE SPEEDS

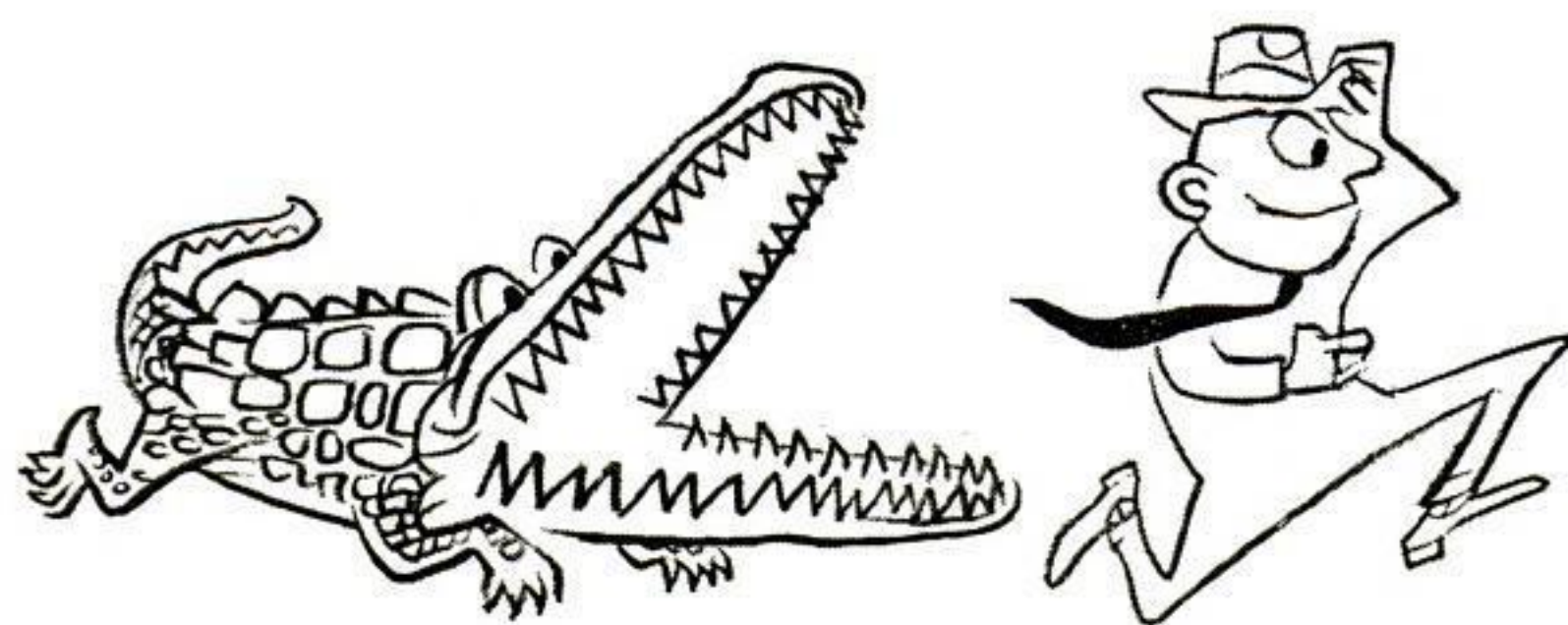
For fully flexible performance, Vornado gives you as much or as little air as you want



### MODERN DESIGN

Vornado's handsome design is a product of the mid-twentieth century, the streamlined age





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**IN THE LONG RUN**

**Q**UAKER STATE MOTOR OIL is made from 100% pure Pennsylvania grade crude oil. It is refined with the most modern oil processing equipment . . . and technical skill unsurpassed in the industry. It is the finest motor oil, we believe, produced anywhere in the world.

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*Around North America* CONTINUED



**FIRST CIRCUMNAVIGATOR** of continent. Frederick Farrar, talks in the ship's wardroom. Others made only half trip.

## "ST. ROCH" ROLLS HOME

First Mate Frederick Farrar (*above*), the only crew member who made the complete journey around the continent, found the southern half of his journey—from Vancouver through the Canal and up to Halifax—routine except for chambers of commerce and luncheon-clubbers who grilled him in every port. In San Francisco a boy scout wanted to know if he had eaten polar bears. In Acapulco a Mexican lady refused to leave the ship until she had posed in a Mountie's coat. And the *St. Roch's* round bottom, made for sliding over ice, caused her to roll sickeningly all the way, which in turn caused Farrar to think longingly of "that battle with the ice. If I were younger, I'd like to go back . . ."



**IN NEW YORK** the *St. Roch* passes lower Manhattan after a stopover. In most ports sightseers doubted such a small ship had made such a big voyage.



**JOURNEY'S END** finds *St. Roch's* Mounties—she carried a crew of 14 on the Vancouver-Halifax run—spruced up to meet their relatives at dockside.



# Spend an Enchanted Evening... with singing star Ezio Pinza



**THEATRICAL HISTORY** was made the night Ezio Pinza opened in *South Pacific*. As always, great skill and experience won the acclaim of all. And, in fine whiskey, it is skill and experience, too, that have made smooth, sociable Schenley so popular.

**ON HIS WAY HOME**, Ezio Pinza buys a bottle of Schenley at his favorite dealer. He admires a display of other stars who prefer smooth, sociable Schenley. For everywhere you go, men who *know* the best and *want* the best, specify Schenley.

**"FOR AN ENCHANTED EVENING**, there is nothing I enjoy more than good friends... good music... good Schenley", says Mr. Pinza. "Smooth, sociable Schenley is first choice with my guests, too. It is mellow as a fine old song."



**Try a Schenley Collins—  
Ezio Pinza's  
favorite summer cooler!**

Pour juice of  $\frac{1}{2}$  large lemon, 1 teaspoonful of powdered sugar and 1 generous jigger of Schenley in shaker. Add ice and shake. Pour into tall glass, add soda. Now, sit back and enjoy it.



**For an enchanted evening, enjoy sociable**

# SCHENLEY

*A Schenley Mark of Merit whiskey  
by the distillers of Bottled in Bond  
OLD SCHENLEY, 8 years old.*

OLD SCHENLEY, 100 PROOF STRAIGHT BOURBON WHISKEY. SCHENLEY RESERVE RARE BLENDED WHISKEY, 86 PROOF, 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DISTRIBUTORS, INC., NEW YORK CITY.



# Scientific tests prove Lucky Strike milder than any other principal brand!

These scientific tests, confirmed by independent consulting laboratories, prove Lucky Strike mildest of the 6 major brands tested!

LILLI PALMER says:  
*"Luckies are really smooth!"*



Let your own taste and throat be the judge! For the rich taste of fine tobacco — for smoothness and mildness . . .

**THERE'S NEVER A ROUGH PUFF IN A LUCKY!**

***L.S./M.F.T. — Lucky Strike Means Fine Tobacco***

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